

City and County of San Francisco  
Planning Department

## **450 Rhode Island Street Development**

# **DRAFT ENVIRONMENTAL IMPACT REPORT**

**99.410E**

State Clearinghouse No. 2000012080

DOCUMENTS DEPT.

JUN - 9 2000

SAN FRANCISCO  
PUBLIC LIBRARY

Draft EIR Publication Date:	June 10, 2000
Draft EIR Public Hearing Date:	July 20, 2000
Draft EIR Public Comment Period:	June 10, 2000 to July 25, 2000

*Written comments on this document should be sent to:*

**D**

Hillary Gitelman  
Environmental Review Officer  
San Francisco Planning Department  
1660 Mission Street, Suite 500  
San Francisco, CA 94103

REF  
711.4097  
F8253d

**5/S**



GOVERNMENT INFORMATION CENTER  
SAN FRANCISCO PUBLIC LIBRARY

**SAN FRANCISCO  
PUBLIC LIBRARY**

**REFERENCE  
BOOK**

*Not to be taken from the Library*



City and County of San Francisco  
Planning Department

# **450 Rhode Island Street Development**

---

## **DRAFT ENVIRONMENTAL IMPACT REPORT**

---

### **99.410E**

State Clearinghouse No. 2000012080

Draft EIR Publication Date:	June 10, 2000
Draft EIR Public Hearing Date:	July 20, 2000
Draft EIR Public Comment Period:	June 10, 2000 to July 25, 2000

*Written comments on this document should be sent to:*

Hillary Gitelman  
Environmental Review Officer  
San Francisco Planning Department  
1660 Mission Street, Suite 500  
San Francisco, CA 94103



Digitized by the Internet Archive  
in 2014

<https://archive.org/details/450rhodeislandst1020sanf>



# PLANNING DEPARTMENT

City and County of San Francisco

1660 Mission Street

San Francisco, CA 94103-2414

(415) 558-6378

PLANNING COMMISSION  
FAX: 558-6409

ADMINISTRATION  
FAX: 558-6426

CURRENT PLANNING/ZONING  
FAX: 558-6409

LONG RANGE PLANNING  
FAX: 558-6426

DATE: June 10, 2000

TO: Distribution List for the 450 Rhode Island Street Development Draft EIR

FROM: Hillary E. Gitelman, Environmental Review Officer

SUBJECT: Request for the Final Environmental Impact Report for the 450 Rhode Island Street Development(Case Number 99.410E)

---

This is the Draft of the Environmental Impact Report (EIR) for the 450 Rhode Island Street Development. A public hearing will be held on the adequacy and accuracy of this document. After the public hearing, our office will prepare and publish a document titled "Summary of Comments and Responses" which will contain a summary of all relevant comments on this Draft EIR and our responses to those comments; it may also specify changes to this Draft EIR. Public agencies and members of the public who testify at the hearing on the Draft EIR will automatically receive a copy of the Comments and Responses document, along with notice of the date reserved for certification; others may receive such copies and notice on request or by visiting our office. This Draft EIR together with the Summary of Comments and Responses document will be considered by the City Planning Commission in an advertised public meeting and certified as a Final EIR if deemed adequate.

After certification, we will modify the Draft EIR as specified by the Comments and Responses document and print both documents in a single publication called the Final Environmental Impact Report. The Final EIR will add no new information to the combination of the two documents except to reproduce the certification resolution. It will simply provide the information in one rather than two documents. Therefore, if you receive a copy of the Comments and Responses document in addition to this copy of the Draft EIR, you will technically have a copy of the Final EIR.

We are aware that many people who receive the Draft EIR and Summary of Comments and Responses have no interest in receiving virtually the same information after the EIR has been certified. To avoid expending money and paper needlessly, we would like to send copies of the Final EIR to private individuals only if they request them.

If you would like a copy of the Final EIR, therefore, please fill out and mail the postcard provided inside the back cover to the Office of Environmental Review within two weeks after certification of the EIR. Any private party not requesting a Final EIR by that time will not be mailed a copy. Public agencies on the distribution list will automatically receive a copy of the Final EIR.

Thank you for your interest in this project.





# 450 Rhode Island Street Development Project Draft Environmental Impact Report

## TABLE OF CONTENTS

	<u>Page</u>
I. SUMMARY	
A. Introduction . . . . .	1
B. Project Description . . . . .	1
C. Main Environmental Effects . . . . .	2
D. Mitigation Measures . . . . .	7
E. Alternatives to the Proposed Project . . . . .	8
F. Areas of Controversy and Issues to be Resolved . . . . .	9
II. PROJECT DESCRIPTION	
A. Project Sponsor's Objectives . . . . .	11
B. Site Location and Project Characteristics . . . . .	11
C. Project Approval Requirements . . . . .	23
III. ENVIRONMENTAL SETTING AND IMPACTS	
A. Land Use, Zoning, and General Plan . . . . .	25
B. Urban Design . . . . .	32
C. Transportation/Circulation . . . . .	41
D. Growth Inducement . . . . .	60
IV. MITIGATION MEASURES PROPOSED TO MINIMIZE SIGNIFICANT IMPACTS OF THE PROJECT	
A. Cultural Resources . . . . .	63
B. Construction Air Quality . . . . .	64
C. Hazards . . . . .	64
D. Transportation . . . . .	64
V. SIGNIFICANT ENVIRONMENTAL EFFECTS WHICH CANNOT BE AVOIDED IF THE PROPOSED PROJECT IS IMPLEMENTED . . . . .	65
VI. ALTERNATIVES TO THE PROPOSED PROJECT	
A. No Project Alternative . . . . .	67
B. Reduced Development Alternative . . . . .	68
VII. EIR AUTHORS . . . . .	71
VIII. APPENDICES . . . . .	73

## List of Figures

Figure 1	Project Location .....	12
Figure 2	Site Plan .....	13
Figure 3	First Floor Plan .....	14
Figure 4	Second Floor Plan .....	15
Figure 5	Third Floor Plan .....	16
Figure 6	Rhode Island and Kansas Street Elevations .....	17
Figure 7	Mariposa and 17 <sup>th</sup> Street Elevations .....	18
Figure 8	Project Sections .....	19
Figure 9	Project Sections .....	20
Figure 10	Project Perspective .....	21
Figure 11	View Location Map .....	33
Figure 12	Views Looking North on Kansas .....	34
Figure 13	Views Looking North on Rhode Island .....	35
Figure 14	Views Looking South on Kansas .....	36
Figure 15	Views Looking East on 17 <sup>th</sup> .....	37
Figure 16	Views Looking West on 17 <sup>th</sup> .....	38
Figure 17	Existing Transit Network and Stop Locations .....	42

## List of Tables

Table 1	Existing Intersection Levels of Service .....	48
Table 2	Existing Plus Project Intersection Levels of Service .....	49
Table 3	Intersection Levels of Service, Existing Plus Project and 350 Rhode Island Conditions .....	53
Table 4	Intersection Level of Service 2015 Cumulative Conditions .....	58



---

---

# **I. SUMMARY**

---

---

## **A. INTRODUCTION**

This document is a Draft Environmental Impact Report (DEIR) prepared in accordance with the California Environmental Quality Act (CEQA) for the proposed construction of a four-story building providing 314,000 square feet of multimedia space and two levels of underground parking. CEQA requires that an Environmental Impact Report (EIR) be prepared for any project to be undertaken or approved by a local or State agency that may have a significant effect on the environment (California Public Resources Code, Section 21000).

An application for environmental review evaluation for the 450 Rhode Island Street project was filed on June 16, 1999. On the basis of the Initial Study published on January 22, 2000, the San Francisco Planning Department, Major Environmental Analysis section, determined that an EIR is required. This document, together with its appendices, constitutes a DEIR on the proposed 450 Rhode Island Street project. The Lead Agency responsible for preparing the EIR on this project is the Planning Department for the City and County of San Francisco. This EIR is intended to provide sufficient and accurate environmental documentation to allow the San Francisco Planning Commission to make an informed decision concerning the proposed 450 Rhode Island Street Development Project.

## **B. PROJECT DESCRIPTION**

The proposed project would consist of demolition of an existing 85,000-square-foot industrial building on a full-block site at 450 Rhode Island Street and construction in its place of a four-story, six-level building providing approximately 314,000 square feet of multimedia space for Macromedia, a San Francisco-based multimedia company. The proposed building, which would have six floor plates stepping up the sloped site, would include approximately 215,000 square feet of parking (about 567 spaces) occupying two below-grade levels, about two-thirds of the first floor, and about one-quarter of the second floor. Ramped entrances to the parking garage would be provided on Rhode Island Street at the second building level and on Kansas Street at the third level. The main pedestrian entrance would be located on 17<sup>th</sup> Street, with a secondary entrance on Mariposa Street.

Although the project would be designed for multimedia use, this use is not formally defined in the *San Francisco Planning Code*, and there is some uncertainty whether the proposed project would be classified as “office,” “business service,” or some other *Planning Code* Definition. This EIR assumes that “multimedia” uses are similar to “office” uses in their manner of employment and resulting intensity of activity. Based on a survey of current Macromedia employees, this assumption is conservative and somewhat overstates the potential environmental impacts for the actual multimedia use proposed.

The 80,000-square-foot project site is located in the Potrero Hill neighborhood, two blocks south of Showplace Square. The rectangular site, currently occupied by S&C Ford, an auto service and repair facility, occupies the block bounded by 17th, Rhode Island, Mariposa, and Kansas Streets.

Following completion and certification of the Final EIR, the project would require the following approvals:

- Planning Commission conditional use authorization for demolition of an existing industrial building located in a newly established Industrial Protection Zone (IPZ), approval of a Planned Unit Development pursuant to Section 304 of the *City Planning Code* for modification of the method measuring height, and a finding that the project is consistent with the Priority Policies of Section 101.1 of the *Planning Code* and applicable Objectives and Policies of the *General Plan*.
- Planning Department approval of the building permit application.
- Department of Building Inspection approvals of building permits.
- Department of Parking and Traffic approval of proposed loading zones in front of the project site 17th Street.
- Department of Public Works approval for driveways on Kansas and Rhode Island Streets.

Construction of the building would take approximately 18 months. The building would be designed by STUDIOS Architecture and is estimated to cost about \$30 million.

## C. MAIN ENVIRONMENTAL EFFECTS

The proposed 450 Rhode Island Street project would change the land use on the site from the existing industrial use to multimedia use. Effects determined in the Initial Study to be potentially significant are related to transportation and circulation and urban design; these environmental impacts are discussed in this EIR, along with land use effects, included for informational purposes. The Initial Study determined that issues related to land use, glare, population and housing, noise, air quality, shadow, wind, utilities and public services, biology, hydrology, water quality, geology and topography, energy and natural resources, hazards, and cultural resources would be either insignificant or would be mitigated to less-than-significant effects through measures included in the project. (See Initial Study, Appendix A.)



## Land Use

The proposed project would represent a change in land use from auto service to multimedia. Over the last several years, there has been an increase in live/work, office, and multimedia projects in the project area, and many have replaced under utilized industrial space or active industrial uses. According to Planning Department studies, existing employment related to production/distribution/repair (PDR) may be at risk and future growth in this sector may be curtailed unless some industrial land is retained. As a result, the Planning Commission established an Industrial Protection Zone (IPZ) (Motion 14825, adopted August 5, 1999) to prohibit residential development and require a public hearing for any proposed demolition of industrial buildings in the designated area. Work is underway on permanent zoning controls which may modify the IPZ boundaries and concept.

The proposed project would displace an existing industrial use, and would provide about about 1,100 jobs, as compared to approximately 60 persons currently employed on the site. In the context of a rapidly changing neighborhood with multiple land uses and building types in close proximity, the proposed project would not have a significant land use impact. The project would develop a pedestrian-friendly building that would be more compatible with the existing adjacent and surrounding land uses than the existing automobile service building.

The proposed project would not obviously or substantially conflict with the *General Plan*. In general, potential conflicts with the *General Plan* are considered by the Planning Commission independently of the environmental review process, as part of the decision whether to approve or disapprove a proposed project. Any conflict not identified in this environmental document could be considered in that context, and would not alter the physical environmental effects of the proposed project.

## Urban Design

The proposed four-story multimedia building would be similar in scale to other commercial buildings in the vicinity, including the multimedia building immediately to the east and the proposed four-story office building immediately to the north. The building design would be compatible with these and other commercial buildings in the area. The introduction of a pocket park and numerous street trees would add some green space to an existing vacant site. Although the proposed building would block views of the downtown San Francisco skyline currently available from the sidewalk along the site frontage on Mariposa Street, these views would still be available from along Kansas Street and from most of the Kansas/Mariposa Street intersection. Some private views from homes along Mariposa Street would be blocked or partially obstructed by the project, but the number of homes thus affected would be limited. While potentially of concern as a design issue, the loss of views would not affect public, open space areas, and would not be considered a significant environmental impact.

## Transportation

Based on the Department's standard trip rate for office space, the project would generate about 5,683 new daily person trips on a weekday, of which, approximately 483 would occur during the P.M. peak hour (5:00 to 6:00 p.m.). These 483 new person trips would occur as 348 trips by automobile, 65 trips by transit, and 71 trips by walking or other modes. Given applicable vehicle occupancy rates, the 348 trips by automobile would translate to 258 new vehicle trips during the P.M. peak hour.

A survey of Macromedia employee transportation patterns in December 1999 and January 2000 indicated that the new project could generate 4,804 daily person trips, 466 P.M. peak hour trips, and 185 A.M. peak hour trips. These numbers are similar but somewhat lower than the standard assumptions used in the transportation analysis. Therefore, the analysis using the Department's standard trip rate is conservative.

The traffic analysis performed for the project examined existing and future operating conditions at eleven intersections in the vicinity of the project. The study intersections were 16th Street/Rhode Island Street, 16th Street/Kansas Street, 16th Street/Vermont Street, 16th Street/Potrero Avenue, 17th Street/Rhode Island Street, 17th Street/Kansas Street, 17th Street/Vermont Street, 17th Street/Potrero Avenue, Mariposa Street/Rhode Island Street, Mariposa Street/Kansas Street, and U.S. 101 off-ramp/Vermont Street/Mariposa Street. Of these eleven intersections, only 16th Street/Potrero Avenue and 17th Street/Potrero Avenue are traffic signal-controlled; the remainder are controlled by STOP signs. Weekday traffic counts were made at these intersections in order to evaluate the existing traffic conditions during the weekday P.M. peak hour (5:00 to 6:00 p.m.). Although most of the study intersections are currently operating at acceptable levels of service, the southbound approach at the intersection of 16th and Kansas Streets is operating at LOS E, with delays in excess of 34 seconds. The other ten intersections currently operate at LOS D or better. The City of San Francisco considers intersection levels of service ranging from LOS A to LOS D to be acceptable at signalized intersections, while LOS E and F are unacceptable. Any degradation to LOS E or F (including from LOS E to LOS F) is considered a significant impact on traffic circulation and operations. The City has not established comparable criteria for unsignalized intersections. However, impacts to unsignalized intersections are generally considered significant when two or more approaches to the intersection degrade to LOS E or F.

The existing operating conditions at most of the project study intersections would remain unchanged with the addition of traffic generated by the proposed project. The exceptions would occur at the signalized intersection of 17<sup>th</sup>/Potrero, which would degrade from LOS C to LOS D, and unsignalized intersection of 17<sup>th</sup>/Vermont, which would degrade from LOS D to LOS E at one approach. Because the degradation in LOS at 17<sup>th</sup>/Vermont would be attributable to delays at only one of the four approaches to the unsignalized intersection, it would not be considered a significant impact. The southbound approach at the intersection of 16<sup>th</sup>/Kansas, currently operating at LOS E, would continue to operate at this level



of service. Again, only one approach would operate at LOS E, even with the addition of project traffic. Consequently, project-specific traffic impacts at this unsignalized intersection would also be less than significant.

The signalized intersection of 17<sup>th</sup> Street and Potrero Avenue would operate at LOS D under existing plus project conditions and LOS F with the cumulative effects of the 350 Rhode Island Office Building. Of the projected increase in traffic volumes using the westbound approach or critical movement at this intersection, the proposed 450 Rhode Island project would contribute the greatest share due to the project location. This potentially significant impact could be mitigated during the peak hour, by prohibiting peak hour parking on the north side of 17<sup>th</sup> Street. With implementation of this measure, the operating conditions would be at LOS D with the project and under future cumulative conditions.

Traffic volumes and congestion are anticipated to increase over time in the project vicinity and intersection levels of service are expected to deteriorate. Completion of the approved Mission Bay project and construction of new residential and commercial uses within the larger South of Market/ Mission areas will contribute to this growth in traffic. The locally generated traffic will also contribute to congestion on area freeways and arterial links. The project's contribution to this future cumulative traffic growth would be *de minimus* when compared with total traffic volumes and would be considered to be a less-than-significant impact.

Five MUNI bus lines provide service in the immediate vicinity of the project site, running on headways of 8 to 30 minutes, depending on the bus line and time of day. The project would generate about 61 new outbound transit trips and 4 inbound trips during the weekday P.M. peak hour. There is sufficient excess capacity on each of these five bus lines to accommodate the additional transit trips that would be generated by the project. In addition, the project tenant would operate employees shuttle busses to and from BART and Caltrain stations. The traffic analysis concluded that there would be no significant project impacts on transit operations.

Although the project site is not in the area that is subject to the Transit Impact Development Fee (TIDF) Ordinance (221-84), the public has expressed concerns that multimedia projects in the project area should be subject to the TIDF. The San Francisco Planning Department is considering the expansion of transit impact development fees to new land uses and geographical areas within the City. If these new fees are adopted before final Commission approval of the project or the issuance of permits for the project, the project sponsor would be required to pay such fees.

The proposed project would generate an additional 71 walking or "other" trips to and from the site, as well as pedestrian trips associated with the 65 project-generated transit trips. Pedestrian operating conditions on area sidewalks and crosswalks would not noticeably deteriorate with the addition of these walking trips. Both sidewalks and crosswalks would continue to operate at free-flow conditions.



The projected project parking demand of 636 spaces would exceed the 567 proposed parking spaces by 71 spaces.<sup>1</sup> A portion of the excess demand could be accommodated at the existing on-street parking facilities, which currently operate at about 83 percent of capacity. In addition, on-street parking spaces currently occupied by employees of the S&C Ford facility would become available for use by project employees when the automobile service facility closes. The residual shortfall of parking would force drivers to search for parking farther afield or switch to alternative travel modes. The issue of parking space supply versus demand and occupancy is not considered by the City to be a permanent physical environmental condition or a significant environmental impact. Moreover, accommodating an unconstrained demand for vehicles by requiring parking to meet demand would encourage additional vehicle use, with associated environmental problems of traffic congestion, safety, air pollution, and noise. It is for these reasons that the City has adopted and repeatedly endorsed a "Transit First" policy (in the *Transportation Element* of the *San Francisco General Plan*) that prioritizes accommodating transit service over private vehicles.

Based on a proposed total of 314,000 gsf of multimedia, Section 152 of the *San Francisco Planning Code* would require the proposed project to provide two off-street loading spaces. The project proposal includes a dedicated loading area with three loading spaces accessed from Rhode Island Street and a yellow loading zone on 17th Street. Expected loading demand from the project would be for 3.1 spaces during the average loading hour and 3.8 spaces during the peak loading hour. The proposed off-street loading spaces and on-street loading zone would be expected to accommodate the loading demand.

During project construction, anticipated to last 18 months, most construction equipment and materials would be staged on the project site, with the adjacent streets also periodically utilized. To accommodate temporary pedestrian walkways, the parking lanes along Rhode Island, Kansas, and 17<sup>th</sup> Streets would be closed throughout the construction. Traffic lanes adjacent to the site would occasionally be closed to accommodate certain construction activities. However, the impacts on traffic movement would be temporary and would therefore not be considered significant. No relocation of local MUNI bus stops or other impacts on MUNI operations are anticipated. The number of construction workers present on the site during the construction period would normally range from 20 to 125 construction workers, but could reach peaks of 200 workers. The majority of these workers are expected to drive, generating additional demand for parking. Much of the parking demand would be accommodated on the site; however, some workers would need to use other on- and off-street parking facilities in the area. There could be additional cumulative construction impacts in the area if construction of the 350 Rhode Island Street project overlaps with the proposed project construction while potentially disturbing or disruptive to area residents and employees, these construction impacts would be localized, intermittent, and temporary, and would, therefore, not be considered significant.

---

## Notes - Transportation

<sup>1</sup> The survey of Macromedia employees suggested that a parking demand may be approximately 409 spaces, in which case the demand could be met on site. The parking demand rate for office use was used in this EIR because multimedia uses are varied in their demand for parking and the Department's parking demand rate is conservative.

## D. MITIGATION MEASURES

Primary measures that would mitigate potentially significant environmental effects to less than significant are presented below.

### Measures Proposed as Part of the Project

#### CULTURAL RESOURCES

- Should evidence of archaeological resources of potential significance be encountered during site excavation and grading activities, the archaeologist shall immediately notify the Environmental Review Officer (ERO), and the project sponsor shall halt any activities which the archaeologist and the ERO jointly determine could damage such archaeological resources. Ground-disturbing activities which might damage archaeological resources shall be suspended for a total maximum of four weeks over the course of construction.

After notifying the ERO, the archaeologist shall prepare a written report to be submitted first and directly to the ERO, with a copy to the project sponsor, which shall contain an assessment of the potential significance of the archaeological finds and recommendations for what measures should be implemented to minimize potential effects on archaeological resources. Based on this report, the ERO shall recommend specific additional mitigation measures to be implemented by the project sponsor. These additional mitigation measures might include a site security program; additional on-site investigations by the archaeologist; and/or documentation, preservation, and recovery of archival material.

Finally, the archaeologist shall prepare a report documenting the archaeological resources that were discovered; an evaluation as to their significance; and a description as to how any archaeological testing, exploration and/or recovery program was conducted.

Copies of all draft reports prepared according to this mitigation measure shall be sent first and directly to the ERO for review. Following approval by the ERO, copies of the final report shall be sent to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey, Northwest Information Center. Three copies of the final report shall be submitted to the Office of Major Environmental Analysis, accompanied by copies of transmittals documenting its distribution to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey Northwest Information Center.

#### CONSTRUCTION AIR QUALITY

- The project sponsor shall require the construction contractor(s) to spray the project site with water during demolition, excavation, grading, and construction activities; spray unpaved construction areas with water at least twice per day; cover stockpiles of soil, sand, and other



material; cover trucks hauling debris, soil, sand, or other such material; and sweep surrounding streets during these periods at least once per day to reduce particulate emissions. Ordinance 175-91, passed by the Board of Supervisors on May 6, 1991, requires that non-potable water be used for dust control activities. Therefore, the project sponsor shall require the construction contractor(s) to obtain reclaimed water from the Clean Water Program for this purpose.

- The project sponsor shall require the project contractor(s) to maintain and operate construction equipment so as to minimize exhaust emissions of particulates and other pollutants, by such means as prohibiting idling motors when equipment is not in use or when trucks are waiting in queues, and implementing specific maintenance programs to reduce emissions for equipment that would be in frequent use for much of the construction period.

## HAZARDS

- The project sponsor shall require the construction contractor(s) for the proposed project to water the site during excavation activities at least twice daily, or more frequently if necessary to prohibit visible dust emissions (which might indicate emission of non-visible dust), and take other steps to minimize dust generation during excavation, storage, and transport.

If there are excavated materials containing over 1 percent friable asbestos, they would be treated as hazardous waste, and would be transported and disposed of in accordance with applicable State and federal regulations. These procedures are intended to mitigate any potential health risks related to chrysotile asbestos, which may or may not be located on the site.

## Measures That Could be Implemented by Other Agencies

### TRANSPORTATION

- The parking along the north curb of 17<sup>th</sup> Street between Utah Street and Potrero Avenue could be prohibited during the P.M. peak hour. With implementation of this measure, the LOS operating conditions of the 17<sup>th</sup>/Potrero intersection could be improved from LOS F to LOS D with the project and projected future development.

## E. ALTERNATIVES TO THE PROPOSED PROJECT

### The No-Project Alternative

Under the No-Project Alternative, the existing S&C Ford auto service and repair facility at 450 Rhode Island Street would continue operations in the existing building or would be replaced by a similar use of similar intensity. None of the impacts associated with the proposed project would occur.

### Reduced Development Alternative

Under this alternative, a three-story building would be developed on the project site that would provide approximately 150,000 square feet of multimedia space and approximately 107,000 square feet of below-grade parking for about 300 cars.

Most of the potential impacts identified for the proposed project would occur with the Reduced Development Alternative, but at a reduced level. The alternative would change the land use and increase the population density on the site. It would add to local traffic, but would not result in any significant impacts on intersection operating conditions; it would generate about half the new vehicle trips that would be generated by the proposed project. Although the increase in parking demand would be less than half that of the proposed project, the shortfall in parking would be substantially reduced from a 71-space shortfall under the project to a 15-space shortfall under this alternative. Similar to the project, this alternative would result in traffic-generated emissions of criteria pollutants such as reactive organic gases, nitrogen oxides, particulates and carbon monoxide. The increases would be about half of the increases that would be generated by the project, and would be less than significant. Due to the reduction in building height along Mariposa Street and the upper portion of the site, the visual impacts of the Reduced Development Alternative would be substantially reduced as compared to the proposed project. Other impacts related to geology, hydrology, and potential subsurface cultural resources would be comparable to those of the project. The potential environmental impacts associated with this alternative would be less than significant, including short-term construction impacts.

## **F. AREAS OF CONTROVERSY AND ISSUES TO BE RESOLVED**

Public concerns have been expressed about the relationship of the project to the growth of multimedia uses in the South of Market and Potrero Hill areas and to what extent the project would conform to the prevailing M Zoning and the recently adopted Industrial Protection Zone. Concerns have also been stated about the effect of the project, and other similar projects proposed in the area, on the public transit system and air quality. Potential project impacts on air quality were evaluated in the Initial Study and found to be less than significant (see Appendix A). Potential transportation impacts are discussed in more detail in Section III, Environmental Settings and Impacts. The proposed project would be constructed immediately adjacent to a residential neighborhood. Residents of this neighborhood would naturally be concerned about the potential impacts of a change in neighboring use on an industrially zoned block. In addition, business owners and employees in the surrounding urbanized area may have concerns about any new project. The project sponsor has redesigned the project proposal in response to community concerns expressed about the project thus far, and design and planning issues will be considered further in the context of the project sponsor's application for Conditional Use authorization. The Planning Commission will be asked to certify a Final EIR after publication and distribution of written responses to all comments received on the Draft EIR. After FEIR certification, and following consideration of community concerns as expressed in the future Conditional Use public hearing and the information presented in the Initial Study and this EIR, the San Francisco Planning Commission (or the Board of Supervisors on appeal) will decide whether or not to approve the proposed project.





---

---

## II. PROJECT DESCRIPTION

---

---

### A. PROJECT SPONSOR'S OBJECTIVES

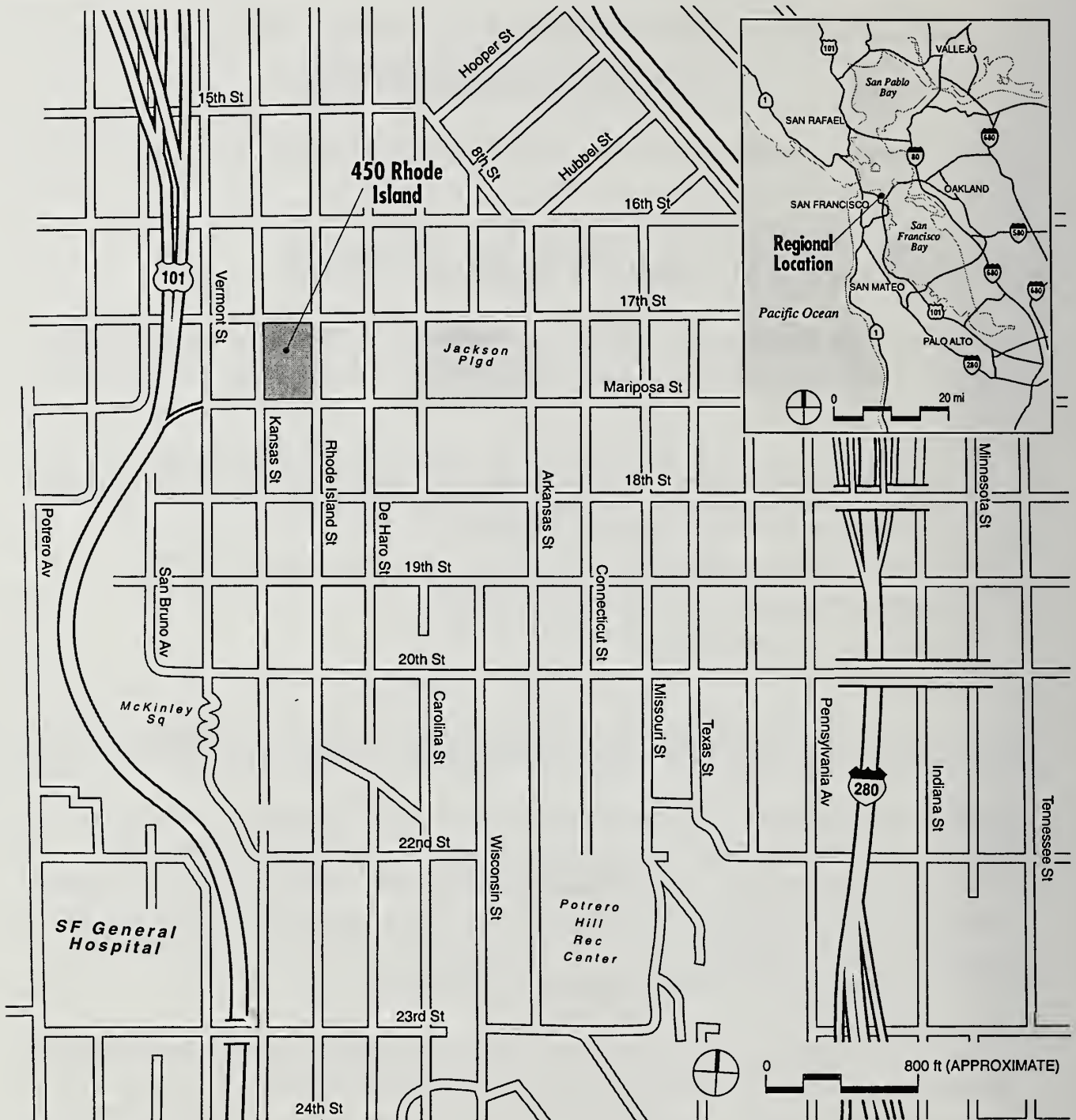
Ron Kaufman, the project sponsor, proposes to construct a four-story, approximately 314,000-square-foot multimedia building at 450 Rhode Island Street. The project sponsor has the following objectives:

- Develop high quality, cost effective multimedia space for Macromedia Inc., in the Potrero Hill neighborhood targeted to meet the demands of the burgeoning San Francisco multimedia industry, including provision of large floor plates, tall ceiling heights, extensive natural lighting, and high-capacity telecommunications infrastructure.
- Develop a project consistent with the existing urban design character of the area
- Complete the project on schedule and within budget
- Develop a project with minimal environmental disruption

### B. SITE LOCATION AND PROJECT CHARACTERISTICS

The project site is located at 450 Rhode Island Street, on the block bounded by Rhode Island, 17th, Kansas, and Mariposa Streets (Figure 1, page 12), Lot 1 in Assessor's Block 3978. The rectangular-shaped project site, measuring approximately 80,000 square feet in area, is currently occupied by an auto service center operated by S&C Ford. This large industrial warehouse-type of building would be demolished to accommodate the proposed project. The site measures about 400 feet in length on the Rhode Island Street frontage and about 200 feet in depth.

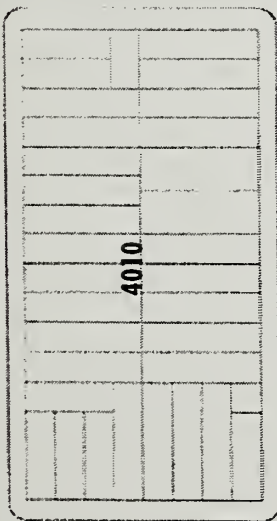
The proposed 314,000-square-foot, concrete, glass, and steel building would range in height from about 49½ feet at the corner of 17th Street and Rhode Island Street to about 16½ feet at the corner of Kansas Street and Mariposa Street. The building would provide four levels of multimedia space above three levels of parking, two of them below grade (Figures 2, 3, 4, 5, 6, 7, 8, 9 and 10 on pages 13 through 21). The building would have six floor plates that would step up the north slope of Potrero Hill. The fourth, fifth, and sixth levels would be set back from 17th Street in order to reduce the visual intrusion of the building and to provide view terraces for use by employees and the public. The massing of the building would be further reduced through the use of off-set floors with contrasting materials and colors and punctuated by light wells, creating the appearance of multiple buildings. A 950 square-foot publicly-



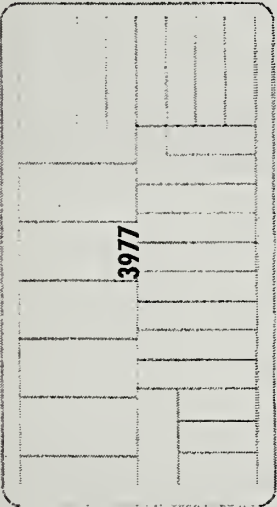
Source: During Associates

**PROJECT LOCATION FIGURE 1**

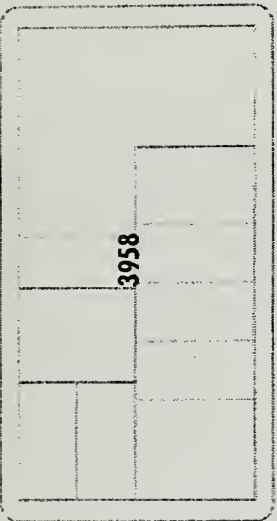
Vermont Street



4010



3977

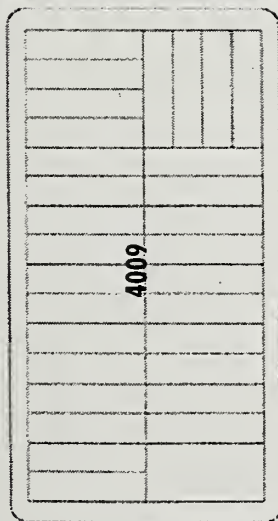


3958

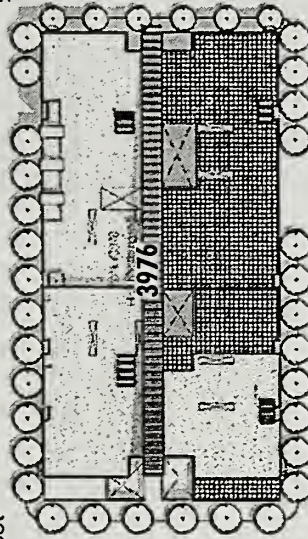
16th Street

17th Street

Kansas Street

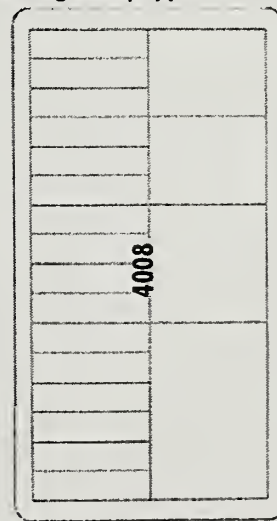


4009



3976

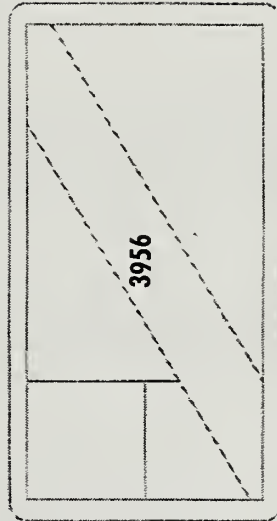
Rhode Island Street



4008



3975



3956

De Haro Street

18th Street

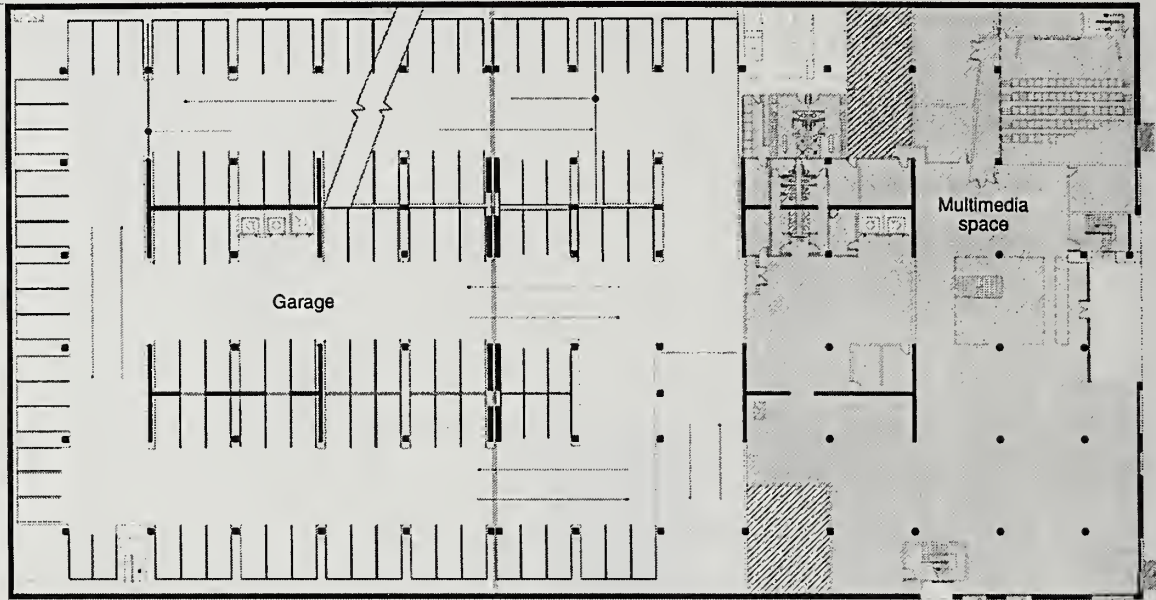
Source: Studios Architecture

SITE PLAN FIGURE 2



Kansas Street

Mariposa Street

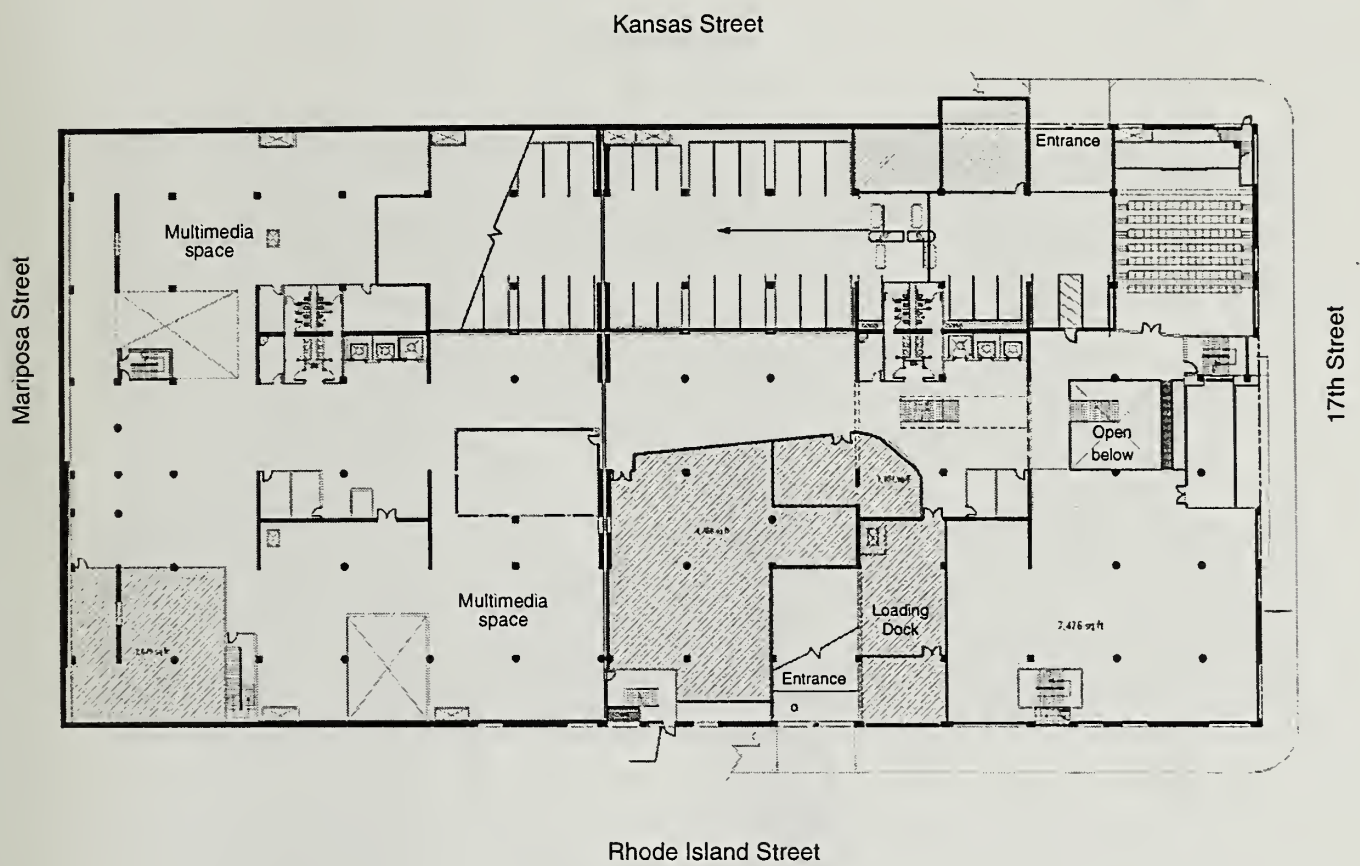


17th Street

Rhode Island Street

Source: Studios Architecture

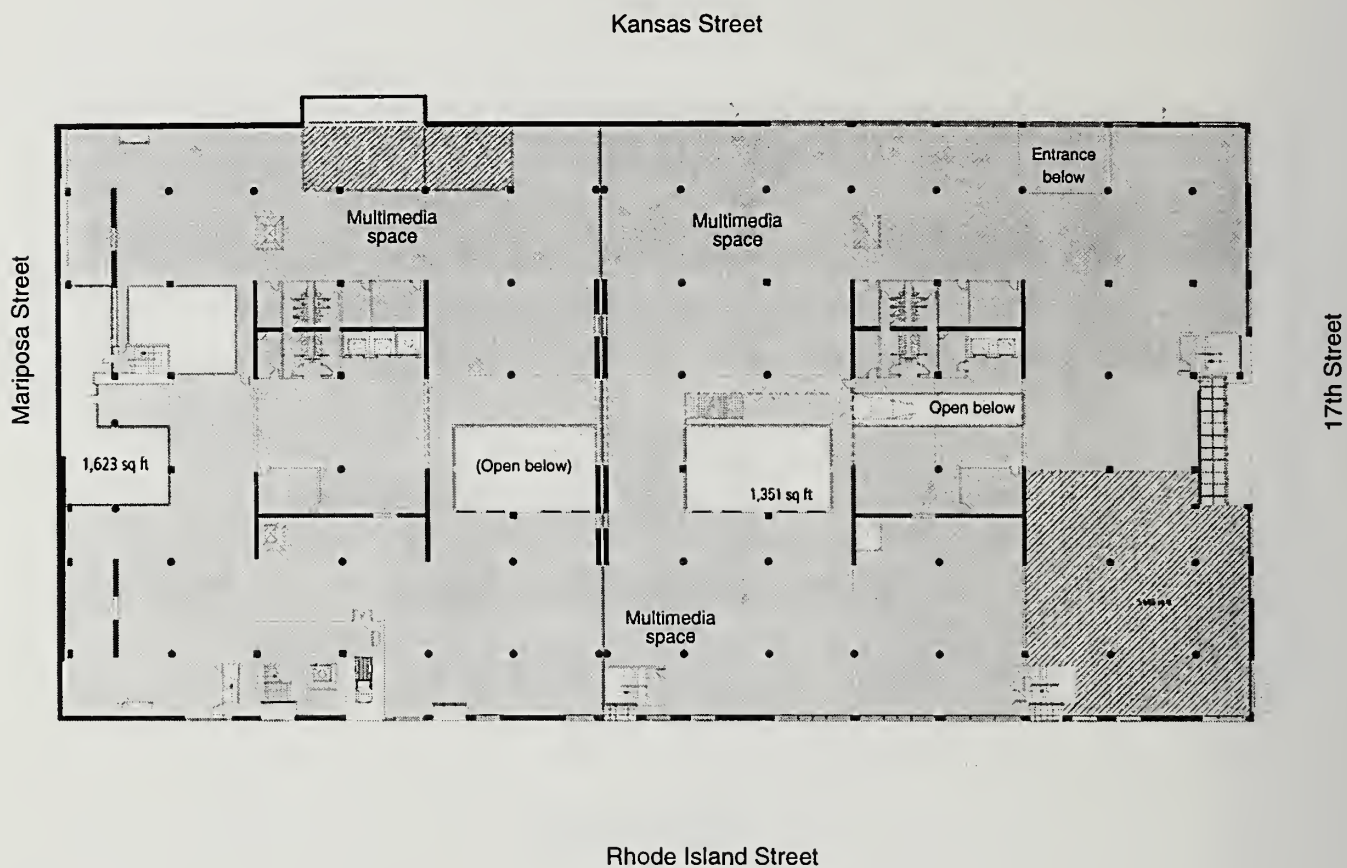
**1ST FLOOR PLAN    FIGURE 3**



Source: Studios Architecture

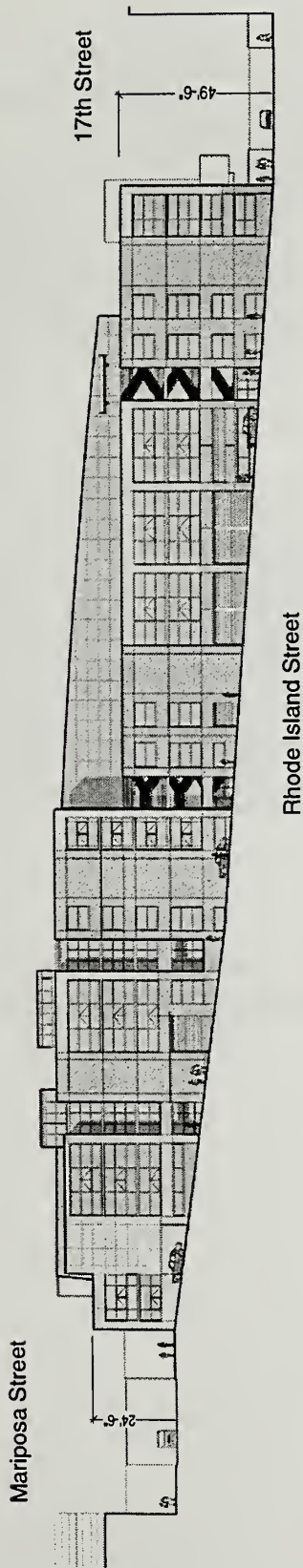
**2ND FLOOR PLAN** **FIGURE 4**



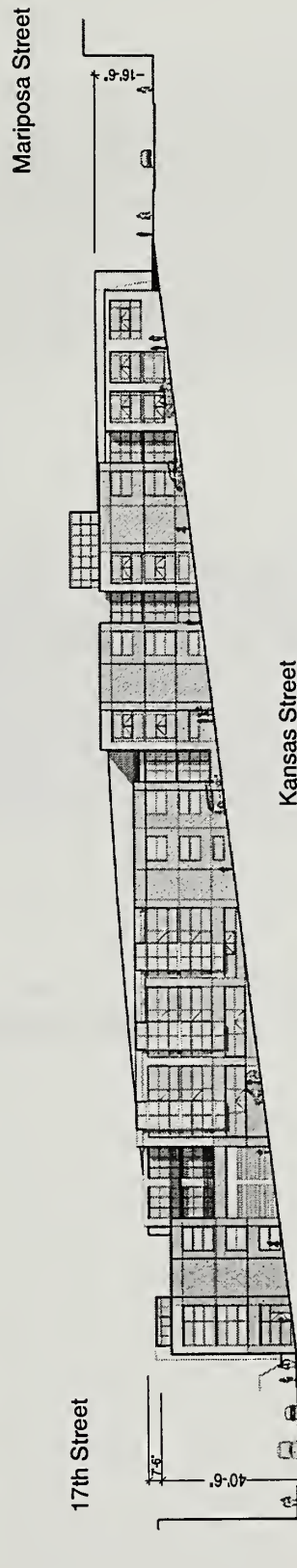


Source: Studios Architecture

**3RD FLOOR PLAN    FIGURE 5**



Rhode Island Street Elevation



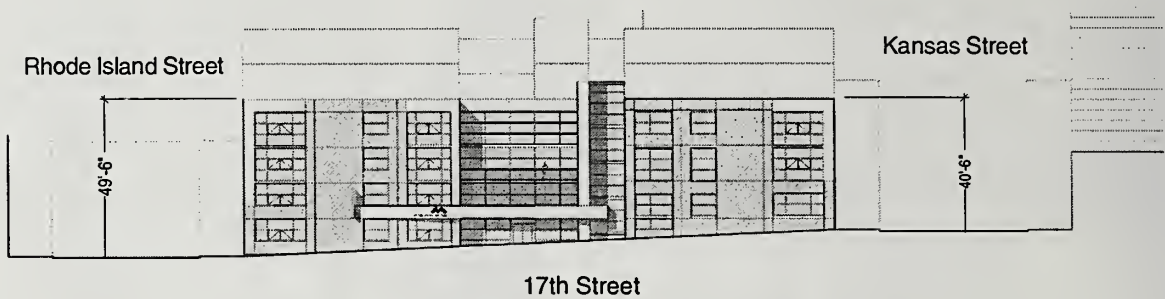
Kansas Street Elevation

Source: Studios Architecture

**RHODE ISLAND AND KANSAS STREET ELEVATIONS** **FIGURE 6**



Mariposa Street Elevation

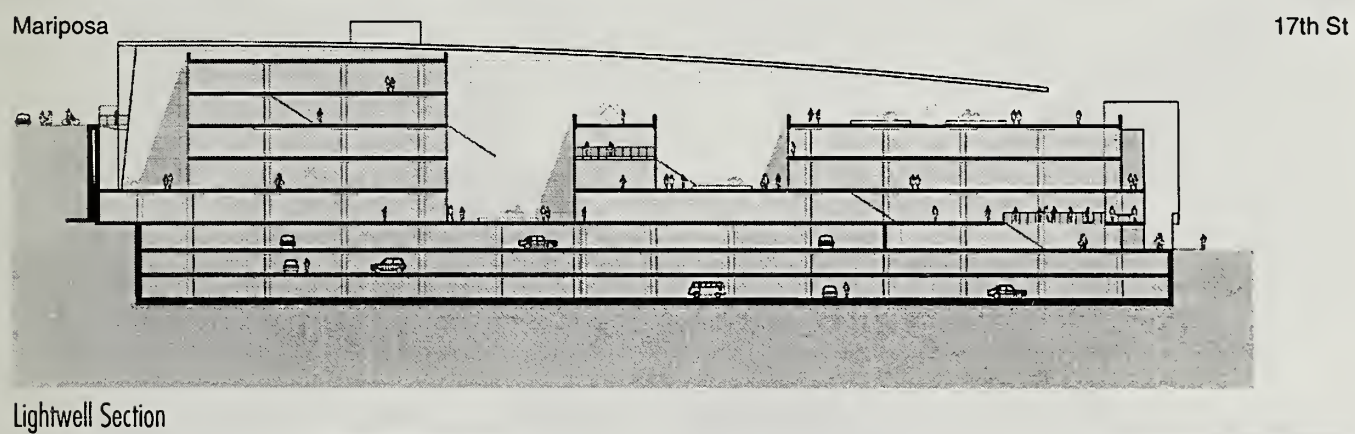
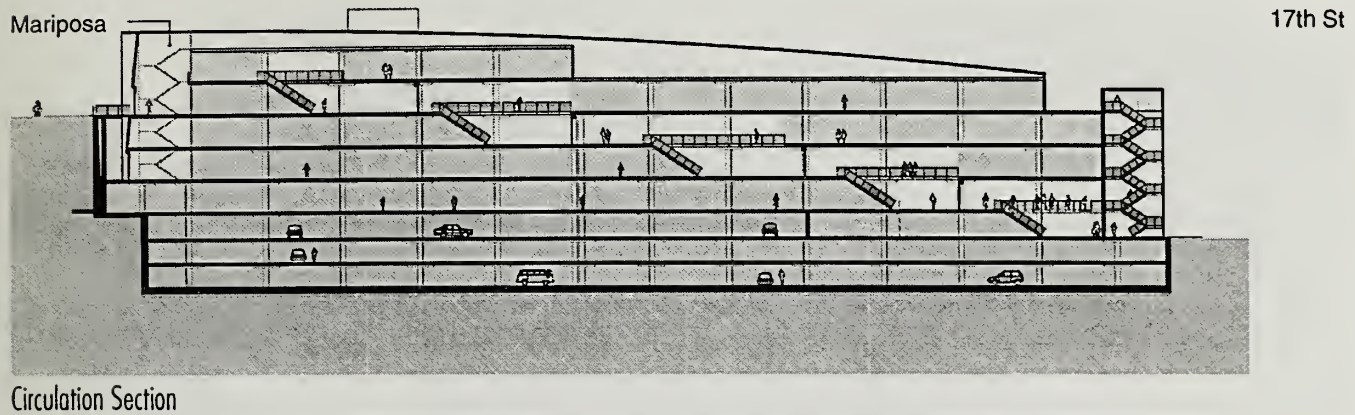


17th Street Elevation

Source: Studios Architecture

**MARIPOSA AND 17th STREET ELEVATIONS FIGURE 7**

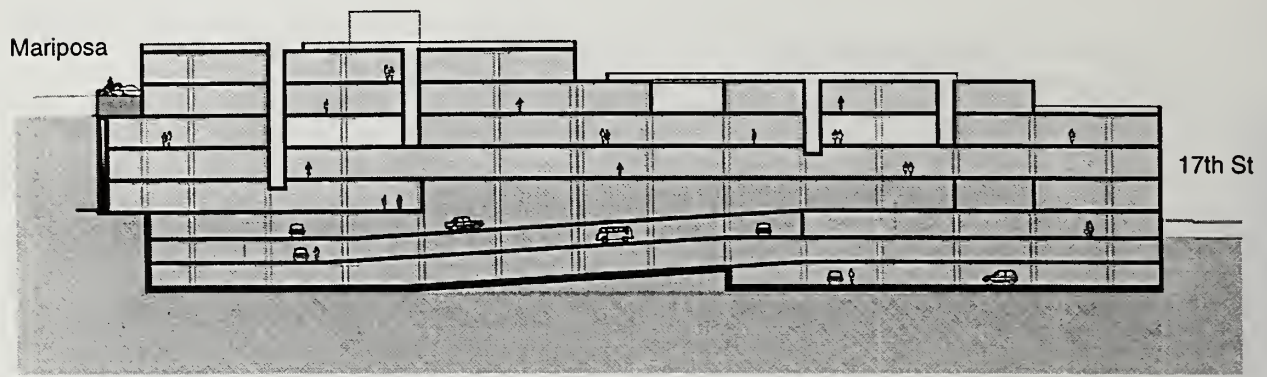




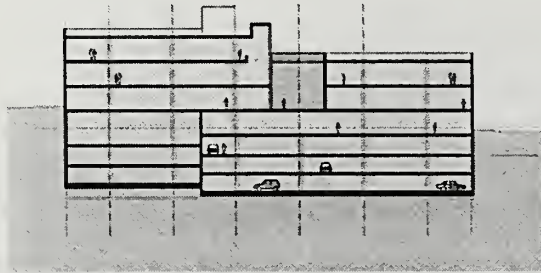
Source: Studios Architecture

---

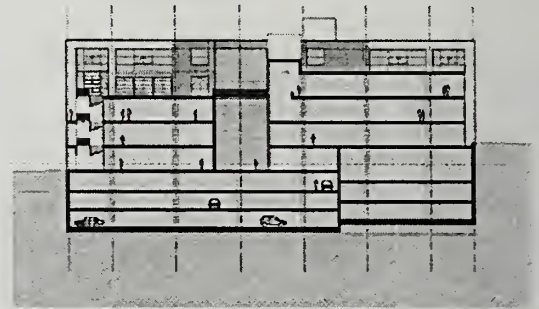
## PROJECT SECTIONS    **FIGURE 8**



Section, South-North



Lightwell Section, West-East

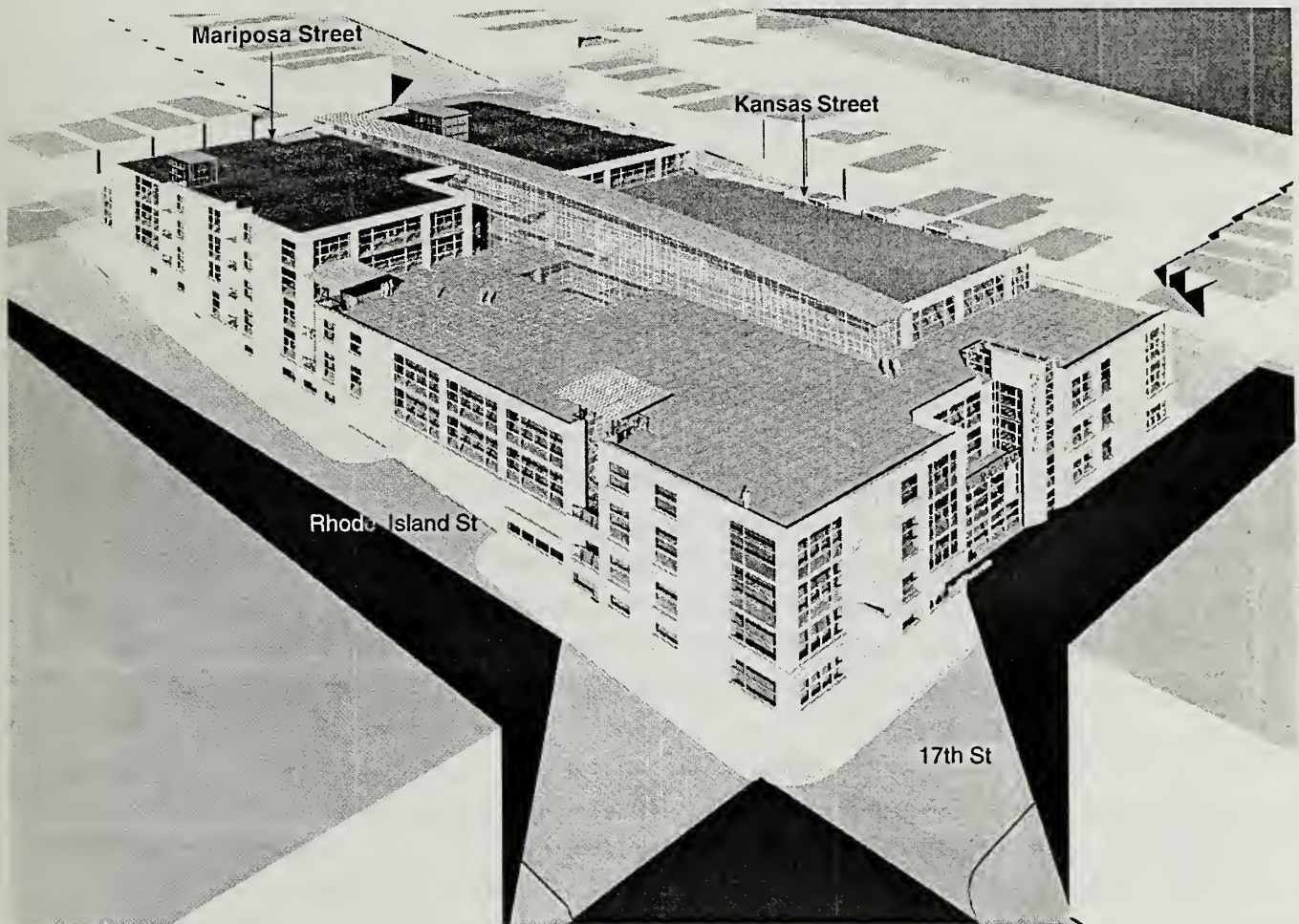


Lightwell Section, East-West

Source: Studios Architecture

## PROJECT SECTIONS FIGURE 9





Source: Studios Architecture

**PROJECT PERSPECTIVE    FIGURE 10**

-accessible pocket park would be provided on the southwest corner of the site, at the intersection of Mariposa and Kansas Streets.

A parking garage would occupy about one-quarter of the second floor plate on the west side, approximately two-thirds of the first floor level, and two below-grade levels. In total, about 215,000 square feet of garage space would provide approximately 567 self-park spaces and 26 bicycle spaces. Access into and out of the garage would be provided via driveway ramps on Rhode Island Street at the second level and the Kansas Street at the third level. The second level on Rhode Island Street would also provide a loading area with two loading spaces. The primary pedestrian entrance would be on 17<sup>th</sup> Street, with a secondary entrance provided on Mariposa Street.

The proposed building would be the new headquarters for Macromedia, Inc., a San Francisco-based multimedia company that develops, markets, and supports Internet software and services. Macromedia's current headquarters and main facility at 600 Townsend Street would be moved to the new facility upon completion. Although Macromedia currently employs approximately 450 people at its Townsend Street facility, employment at the new facility is expected to reach 900 employees. Because its business is technology-intensive, Macromedia's new facility must include a number of technological enhancements not found in ordinary buildings, including the availability of high-speed data lines throughout the building, large temperature-controlled server rooms to house computer equipment, and battery power and diesel generator back-up systems.

Although the project would be designed for multimedia use, this use is not formally defined in the *San Francisco Planning Code*, and there is some uncertainty whether the proposed project would be classified as "office," "business service," or some other *Planning Code* Definition. This study assumes that "multimedia" uses are similar to "office" uses in their manner of employment and resulting intensity of activity. Based on available data regarding Macromedia, the assumptions are more conservative (i.e., greater number of vehicle trips) for office use than for multimedia use.

As part of the project, Macromedia would propose to continue and potentially expand its private shuttle service between the site and various local and regional transit lines. To be conservative, the mode share assumptions in the transportation analysis (i.e. transit vs auto) did not consider the shuttle service.

Project construction would take approximately 18 months. The project construction cost is estimated at \$30 million (including demolition, excavation, foundation, erection, and exterior). The project architect is STUDIOS Architecture.

The project site is in the South of Market Planning District and Potrero Hill Neighborhood. It is zoned M-1 (Light Industrial) and 40-X for Height and Bulk. The allowable floor area ratio (FAR) in this district is 5:1.



## C. PROJECT APPROVAL REQUIREMENTS

This EIR will undergo a public comment period as noted on the cover, including a public hearing before the Planning Commission on the Draft EIR. Following the public comment period, responses to written and oral comments will be prepared and published in a Draft Summary of Comments and Responses document. The EIR will be revised as appropriate and presented to the Planning Commission for certification as to its accuracy, objectivity, and completeness. Certification of the EIR may be appealed to the Board of Supervisors. No permits may be issued or approvals granted before the Final EIR is certified.

The project site is located in an M-1 (Light Industrial) Zoning District. On August 5, 1999, the Planning Commission adopted interim zoning controls to protect and promote industrial land uses in some areas of the City. These controls will be in effect for the next 15 months until the Commission is able to adopt permanent controls. Resolution No. 14825 established two separate areas of interim zoning within lands currently zoned for industrial use. One area is designated as a new Industrial Protection Zone (IPZ) where new residential uses are not permitted. The remaining areas allows mixed uses, including housing. There are special controls for properties on the margins around the proposed IPZ. The proposed project site is within the IPZ. The interim controls call for a public hearing before the Planning Commission when a project in the IPZ includes the demolition of industrial structures.

The project is being proposed as a Planned Unit Development (PUD) under Section 304(a) of the *Planning Code*. The PUD is proposed by the project sponsor in response to community concerns about the height of the proposed project. The project sponsor has reconfigured the height, massing, and project design several times in an attempt to address these concerns. Consideration of a project as a PUD is permitted for sites greater than one-half acre. According to Section 304(a):

The procedures for Planned Unit Developments are intended for projects on sites of considerable size, developed as integrated units and designed to produce an environment of stable and desirable character which will benefit the occupants, the neighborhood, and the City as a whole. In cases of outstanding overall design, complementary to the design and values of the surrounding area, such a project may merit a well-reasoned modification of certain of the provisions contained elsewhere in this *Code*.

Under Section 304, as part of the PUD, the project sponsor would request Planning Commission approval for Conditional Use Authorization. The Planning Commission would hold a public hearing to consider the project's application for Conditional Use Authorization in accordance with Sections 303 (Conditional Use) and 304 (Planned Unit Development) of the *Planning Code* and would adopt a motion approving, approving with conditions, or disapproving the project.

Conditional use authorization would also be required for a Planned Unit Development (PUD) to seek modification of the method of measuring height. The project site is in a 40-foot Height and Bulk District. Each of the four streets that surround the site is sloped, with the most severe incline along Kansas Street



which rises from an elevation of 25 feet at the corner of Kansas and Seventeenth Streets, to an elevation of 73 feet at the corner of Kansas and Mariposa Streets. Since these site conditions make height measurements for this project somewhat difficult (e.g., under *Planning Code* Section 102.12(b), the buildings' height along both the Rhode Island and Kansas Streets' elevations, must be measured in 65 foot increments with the maximum height of the building measured at the midpoint of 65-foot interval), the project sponsor, in response to community concerns about the height of the proposed project, proposes under a PUD an alternative means of measuring height that would permit a slightly taller building to be built on the 17<sup>th</sup> Street side of the project while reducing the maximum height for the Mariposa Street/Kansas Street side of the project.

If the project were to be approved by the Planning Commission, the project sponsor would be required to obtain building and related permits from the Department of Building Inspection. No building permit applications have been filed to date. Department of Public Works' approval is required for new curb cuts and sidewalk or street closures during construction. Department of Parking and Traffic approval is required for the on-street loading zone proposed.

---

## III. ENVIRONMENTAL SETTING AND IMPACTS

---

An application for environmental evaluation for the 450 Rhode Island Street project was filed on June 16, 1999. On the basis of an Initial Study published on January 22, 2000, the San Francisco Planning Department determined that an Environmental Impact Report (EIR) is required. The Initial Study determined that issues related to land use, glare, population and housing, noise, construction air quality, wind, shadow, utilities and public services, biology, hydrology, water quality, geology and topography, energy and natural resources, hazards, and cultural resources (archaeology and historic and architectural resources) require no further discussion. Therefore, the EIR does not discuss these issues, except Land Use, which is described below, along with plan consistency issues. (See Chapter VIII, Appendix A, for the Initial Study.)

### A. LAND USE, ZONING, AND GENERAL PLAN

#### Land Use Changes

The approximately 80,000-square-foot project site occupies the block bounded by Rhode Island, 17th, Kansas, and Mariposa Streets in San Francisco's Potrero Hill neighborhood. It is about eight blocks east of the Mission District and two blocks west of Jackson Playground. The site is currently occupied by a large single-story steel frame building housing S&C Ford, an automobile parts and service center.

The neighborhood surrounding the project site is characterized by a variety of mixed commercial and light industrial uses, dominated by home furnishings/interior decorations businesses. In addition, there are a number of small and medium-sized office buildings in the area. Buildings in the area range from two to six stories in height, though the majority are two or three stories.

A large vacant two-story metal warehouse occupies the entire block to the north of the project site. An application to demolish the building, which formerly housed a solid waste recycling and transfer station, and develop the site with a four-story office building, is currently pending before the City. To the west of this block (i.e., diagonally across from the proposed project site) are approximately ten contemporary furniture, antiques, and home furnishings stores housed in one- and two-story wood frame and cement block buildings. The western side of the block contains studios for a design company, an auto body shop, and offices for the J. David Gladstone Institute, which conducts

disease research. The block immediately west of the project site contains a few furniture stores, a Chinese restaurant, the Middendorf Breath Institute, the Breath Center of San Francisco, and a private restaurant. The east side of this block is lined with single-family residences, while single-family homes intermixed with duplexes occupy the west side of the block. A section of the U.S. 101 freeway passes just west of this block and curves to the southwest. The freeway becomes elevated between Mariposa and 17<sup>th</sup> Street as Potrero Hill drops away beneath it.

A two-story, 40-foot-high glass office building occupies most of the block to the east of the project site. The building houses offices for about 25 companies, many of them multimedia companies, and a large retail furniture store. A private fenced garden behind the building appears to be utilized by the office building occupants. A wood-frame teddy bear factory and retail store is also located in this block, at the northwest corner of Mariposa and DeHaro Streets. The commercial uses in the block immediately northeast of the project site are quite varied. The block includes an auto repair shop, plumbing repair company, furniture store, dance school studio, three-story live-work building, large vacant lot, and a three-story cement block building with nine office tenants. The block also contains a one-story metal building housing two restaurants, a bakery/café, art gallery, night club, and an office.

A sharp transition in land uses occurs at Mariposa Street, with the blocks to the south almost entirely occupied by single-family residential homes. Two notable exceptions are the St. Gregory's Episcopal Church, on the southwest corner of Mariposa and DeHaro Streets, and the two-story Slovenian Hall, located on the southwest corner of Mariposa and Vermont Streets. The project site is about two blocks south of a concentration of large showrooms, building complexes, and small individual businesses devoted to the sale of home furnishings, antiques, and home accessories. Among the larger and better known of these venues are Showplace Square, the San Francisco Design Center, the Design Pavilion, and Beacon Hill Showrooms.

The proposed project would be the new construction of a four-story building at 450 Rhode Island Street to house the headquarters of a multimedia company. The proposed building would range from about 49½ feet at the corner of 17th Street and Rhode Island Street to about 16½ feet at the corner of Kansas Street and Mariposa Street, and would provide approximately 314,000 square feet of multimedia/office space and approximately 215,000 square feet of parking (about 567 spaces) in two below-grade levels and portions of the first two above-grade levels.

The addition of multimedia uses to the site would represent a substantial change from the existing automobile repair and servicing use on the site. It would also result in increased density on the site, both in terms of building mass and on-site population, however, it would not be a significant effect because the project would be in an area that is intensively developed and that already supports substantial amounts of residential, office, and commercial development in surrounding blocks. It would be generally compatible with the prevailing urbanized character of the area.



The existing auto repair facility provides employment for about 65 persons, while the proposed project is expected to provide up to 1,100 professional and support jobs. In addition, the project would develop a pedestrian-friendly building that would be more compatible with the existing adjacent and surrounding land uses, and would include public open space, landscaped roof and street trees. Because the project would be developed within the existing block and street configuration, it would not divide the physical arrangement of an established community.

Over the last several years, there has been an increase in live/work, office, and business service uses in the project area, and many have replaced underutilized industrial space or active industrial uses. According to Planning Department studies, existing employment related to production/distribution repair (PDR) may be at risk, and future growth in this sector may be curtailed unless some industrial land is retained. As a result, the Planning Commission has established the Industrial Protection Zone (IPZ) as part of interim zoning controls, described above in Section C, Project Approval Requirements. Work is underway on permanent zoning controls which may modify the IPZ boundaries and concept. In general, economic and social changes, such as those in evidence in the project vicinity, are not considered physical, environmental effects under CEQA. Instead, these changes are appropriately being addressed as a planning and policy issue. In the context of a rapidly changing neighborhood with multiple land uses and building types in close proximity, the proposed project would not have a significant land use impact.

If classified as an office use under the Planning Code, the proposed project would be subject to the Jobs-Housing Linkage Program (Code Section 313.6), requiring the construction of affordable housing, or payment of an in lieu fee. The San Francisco Planning Commission and the San Francisco Board of Supervisors are currently considering the extension of the Jobs-Housing Linkage Program to other land uses in the City. If the proposed project is classified as some use other than "office" under the Planning Code, and if the new fees are adopted before final Commission approval of the project or issuance of permits for the project, the project sponsor would be required to pay such fees.

## Zoning and Plan Consistency

The project site is within the M-1 (Light Industrial) District, one of two types of zoning districts in which industrial development is a principal permitted use. Of the two districts, M-1 districts are appropriate for smaller industries free of particularly noxious characteristics and not dependent upon rail transportation. To protect adjacent uses, the M-1 district imposes requirements for enclosure and screening of the industrial processes, and requires a minimum distance from residential districts. A variety of uses are among the principally permitted uses in the M-1 district, including professional offices, retail businesses, and business services establishments. Although multimedia is not formally defined as a use type in the *San Francisco Planning Code*, it shares characteristics with both office and business services uses. Since both types of uses are allowed in M-1 zones, for purposes of zoning requirements, multimedia use complies with the zoning designation for the site, and would

therefore not require a zoning change. From the perspective of environmental review, impacts of the proposed project have been identified utilizing the *Planning Code* definition of office space based on evidence that the multimedia use proposed is similar to office use in their intensity of activity, such as the number of person trips and vehicle trips generated from the site.

The project site is located in a 40-X Height and Bulk District, which imposes a 40-foot height limit. The proposed PUD under Section 304 of the *Planning Code* calls for a redistribution of the height and massing of the proposed building to take advantage of the natural contour of the site. Accordingly, the height of the building would be approximately 16½ feet at the corner of Kansas Street and Mariposa Street. As the hillside elevation decreases on the northern portion of the site, the building height, relative to ground level, would progressively increase, attaining a maximum height of approximately 49½ feet at the corner of 17th Street and Rhode Island Street. The building along 17th Street would be 50 feet high. This approach to the massing of the building would minimize the visual intrusion into scenic views available from private residences along Mariposa Street.

The maximum permitted Floor Area Ratio (FAR) in the M-1 District is 5 to 1. The proposed multimedia building's FAR of 3.9 to 1 would be within the allowable FAR.

As discussed in the Setting section, the proposed multimedia building would be a principal permitted use in the M-1 District and would comply with the height and bulk requirements applicable to this district. As part of the City's review of the proposed project, it will ensure that the project conforms to *Planning Code* requirements pertaining to use, density, configuration, and other requirements, or that an exception to the requirements is warranted under the provisions of the *Code*, prior to issuing building and other permits.

Environmental plans and policies, like the *Bay Area Clean Air Plan*, directly address physical environmental issues and/or contain standards or targets that must be met in order to preserve or improve specific components of the City's physical environment. The proposed project would not obviously or substantially conflict with any such adopted environmental plan or policy.

The *Planning Code*, which incorporates by reference the City's Zoning Maps, governs permitted uses, densities, and the configuration of buildings within San Francisco. Permits to construct new buildings (or to alter or demolish existing ones) may not be issued unless either the proposed project conforms to the *Code*, or an exception is granted pursuant to provisions of the *Code*. Because there are currently no specific provisions for multimedia uses in the *Planning Code*, the proposed project would be subject to the *Code* provisions pertaining to office uses or could be subject to new legislation for research and development (multimedia use).

On November 4, 1986, the voters of San Francisco approved Proposition M, the Accountable Planning Initiative, which added Section 101.1 to the *Planning Code* and established eight Priority



Policies. These policies are: preservation and enhancement of neighborhood serving retail uses; protection of neighborhood character; preservation and enhancement of affordable housing; discouragement of commuter automobiles; protection of industrial and service land uses from commercial office development; enhancement of resident employment and business ownership; earthquake preparedness; landmark and historic building preservation; and protection of open space. Prior to issuing a permit for any project that requires an Initial Study under the *California Environmental Quality Act* (CEQA) or adopting any zoning ordinance or development agreement, the City is required to find that the proposed project or legislation is consistent with the Priority Policies. The motion for the Planning Commission under *Planning Code* Section 303 will contain the analysis determining whether the project is in conformance with the Priority Policies.

## General Plan Policies

As noted above, the project would be reviewed by the Planning Department and Planning Commission in the context of applicable objectives and policies of the *San Francisco General Plan*. The project site is located adjacent to the Central Waterfront Planning Area, a specific plan area covered by the *Central Waterfront Plan*, a part of the City's *General Plan* that was adopted in 1980 and amended in 1990. Some key objectives and policies are noted below.

### URBAN DESIGN ELEMENT

- Objective 1, Policy 3, to "Recognize that buildings, when seen together, produce a total effect that characterizes the city and its districts."
- Objective 3, Policy 1, to "promote harmony in the visual relationships and transitions between new and older buildings."
- Objective 3, Policy 2, to "avoid extreme contrasts in color, shape and other characteristics which will cause new buildings to stand out in excess of their public importance."
- Objective 3, Policy 5, to "relate the height of buildings to important attributes of the city pattern and to the height and character of existing development."
- Objective 3, Policy 6, to "relate the bulk of buildings to the prevailing scale of development to avoid an overwhelming or dominating appearance in new construction."

### COMMERCE AND INDUSTRY ELEMENT

- Objective 1, Policy 1, to "encourage development which provides substantial net benefits and minimizes undesirable consequences. Discourage development which has substantial undesirable consequences that cannot be mitigated."
- Objective 2, to "maintain and enhance a sound and diverse economic base and a fiscal structure for the city."
- Objective 3, Policy 1, to "seek to retain existing commercial and industrial activity and to attract such activity to the city."
- Objective 3, Policy 4, to "Assist newly emerging economic activities."



## COMMUNITY SAFETY ELEMENT

- Objective 1, to "Reduce hazards to life safety, minimize property damage and economic dislocations resulting from future earthquakes."
- Objective 2, to "preserve, consistent with life safety considerations, the architectural character of buildings and structures important to the unique visual image of San Francisco."

## ENVIRONMENTAL PROTECTION ELEMENT

- Objective 1, Policy 4, to "assure that all new development meets strict environmental quality standards and recognizes human needs."
- Objective 14, to "promote effective energy management practices to maintain the economic vitality of commerce and industry."

## TRANSPORTATION ELEMENT

- Objective 1, Policy 2, "give priority to public transit as a means of meeting San Francisco's transportation needs, particularly those of commuters."
- Objective 2, to "use the transportation system as a means for guiding development and improving the environment."
- Objective 2, Policy 6, to "provide incentives for the use of transit, carpools and vanpools and reduce the need for new or expanded automobile parking facilities."
- Objective 10, to "ensure that the provision of new and enlarged parking facilities does not adversely affect the livability and desirability of the city and its various neighborhoods."
- Objective 10, Policy 1, to "assure that the provision of new or enlarged parking meet the need, locational and design criteria."
- Objective 16, to "Develop and implement programs that will efficiently manage the supply of parking at employment centers throughout the city so as to discourage single-occupancy ridership and encourage ridesharing, transit and other alternatives to the single-occupant automobile."
  - Policy 16.3, to "Reduce parking demand through the provision of incentives for the use of carpools and vanpools at new and existing parking facilities throughout the City."
  - Policy 16.4, to "Manage parking demand through appropriate pricing policies including the use of premium rates near employment centers well-served by transit, walking and bicycling, and progressive rate structures to encourage turnover and the efficient use of parking."
- Objective 30, to "Ensure that the provision of new or enlarged parking facilities does not adversely affect the livability and desirability of the City and its various neighborhoods."
- Policy 30.1, to "Assure that new or enlarged parking facilities meet need, locational and design criteria."
- Policy 30.5, "In any large development, allocate a portion of the provided off-street parking spaces for compact automobiles, vanpools, bicycles and motorcycles commensurate with standards that are, at a minimum, representative of their proportion of the city's vehicle population."

- Policy 30.6, to "Make existing and new accessory parking available to nearby residents and the general public for use as short-term or evening parking when not being utilized by the business or institution to which it is accessory."

## DOWNTOWN AREA PLAN

- Objective 2, to "Maintain and improve San Francisco's position as a prime location for financial, administrative, corporate, and professional activity."
- Policy 1, to "Encourage prime downtown office activities to grow as undesirable consequences of such growth can be controlled."
- Policy 2, to "Guide location of office development to maintain a compact downtown core and minimize displacement of other uses."
- Objective 18, Policy 2, to "Provide incentives for the use of transit, carpools and vanpools, and reduce the need for new or expanded automobile parking facilities."
- Objective 19, Policy 1, to "Include facilities for bicycle users in governmental, commercial, and residential developments."

The proposed project may be wholly consistent with some *General Plan* policies (e.g., "Maintain and enhance a sound and diverse economic base"—Commerce & Industry Element Objective), and may be less consistent with others (e.g., "Guide location of office development to maintain a compact downtown core"—Downtown Plan Policy 2). Determining overall consistency with the *General Plan* requires thoughtful consideration of potentially competing policies and a determination whether "on balance" the project is consistent with the overall plan. No substantial conflicts or inconsistencies with the *General Plan* as a whole have been identified. *General Plan* issues will be considered further during consideration of the project sponsor's applications for *Planning Code* Sections 303 and 304 approval. At that time, further details regarding the project design will be available and the balance between potentially competing policies will be considered further. Any potential inconsistencies identified at that time would not be of a type or scale that would be considered a significant adverse environmental effect.

## B. URBAN DESIGN

### Setting

As noted in Section III.A, Land Use and Zoning, the project vicinity has a preponderance of two-story buildings, but taller buildings (up to six stories) are interspersed throughout the area. The bulk of the buildings in the area varies considerably and ranges from small one-story buildings to massive concrete structures spanning the blocks on which they are located. Though nominally two stories, some of these larger buildings are considerably taller than typical two-story buildings. The architecture of the buildings in the area also varies considerably. The area was heavily industrial when it was first developed, and many of the older buildings reflect this with their unadorned



utilitarian style. In recent years, the neighborhood has increasingly evolved toward retail and office uses, which has resulted in a more pedestrian-friendly scale to buildings and more aesthetically pleasing building designs. Through this evolution, the neighborhood has become more compatible with the residential development that extends south of 17th Street, and particularly south of Mariposa Street and west of Kansas Street. The increase in consumer-oriented uses has also provided a destination for these nearby residential occupants.

The architectural styles in the area also vary considerably among the buildings devoted to retail and/or offices uses. Modern glass and concrete office buildings and contemporary angular, pastel-colored stucco buildings are juxtaposed with bulky concrete bunker-style buildings and corrugated metal sheds. The area also sports two- and three-story wooden Victorian houses that have been converted to commercial and office uses, historic brick warehouses now used for retail sales, and various other building styles. Although a cohesive architectural character is lacking, the area to the north and east of the proposed project site is decidedly urban and non-residential. Contributing to this urban character, and a trait that most of the disparate buildings in the area share, is complete or nearly complete lot coverage.

Traveling north from the project vicinity, the land uses become progressively more industrial the closer one gets to Mission Creek and the waterfront that lies to the northeast. This area is dominated by heavy industry, and includes manufacturing facilities, trucking companies, gravel companies, warehouses, storage yards, wholesalers, a maintenance and storage facility for garbage collection trucks, and a variety of maritime uses. West of the project vicinity is the Mission District, which is dominated by two- and three-story development consisting primarily of retail development along the major thoroughfares and residential development on the adjoining local streets making up the interior of the district. As previously noted, the area to the south of the project site is predominantly developed with single-family homes and duplexes; however, there are industrial/office uses, such as the Anchor Steam Brewery located to the southeast.

The slopes of Potrero Hill in the project vicinity provide vantage points from some locations for scenic views of San Francisco and San Francisco Bay. Most of these views are available from private properties and public rights-of-way from the City street network. One such view is available immediately adjacent to the project site, from the intersection of Kansas and Mariposa Streets. This location provides views of the downtown skyline, portions of central San Francisco Bay, the west span of the Bay Bridge, Yerba Buena, and the East Bay hills. Street-level views are not available from most locations in the project area due to the intervening buildings.

## Impacts

As shown in the photomontages (Figures 11 to 16, pages 33 to 38) the proposed concrete, glass, and steel project building would be compatible with the surrounding neighborhood in terms of scale and design. For example, it would be comparable in bulk and building materials to the large glass





Source: During Associates

**PHOTO LOCATION MAP FIGURE 11**



Project Site



Photomontage

Source: Square One Productions

## VIEWS LOOKING NORTH ON KANSAS STREET FIGURE 12





Project Site



Photomontage

Source: Square One Productions

## **VIEWS LOOKING NORTH ON RHODE ISLAND STREET    FIGURE 13**





Project Site



Photomontage

Source: Square One Productions

## VIEWS LOOKING SOUTH ON KANSAS STREET FIGURE 14





Project Site



Photomontage

Source: Square One Productions

## VIEWS LOOKING EAST ON 17TH STREET FIGURE 15





Project Site



Photomontage

Source: Square One Productions

## **VIEWS LOOKING WEST ON 17TH STREET    FIGURE 16**



and cement office building located immediately east of the site, as well as with the four-story glass, aluminum, and concrete building proposed for construction in the block immediately north of the site. Although at its highest point the building would be higher than the immediately adjacent buildings, the Mariposa Street frontage would be lower than many buildings in the vicinity. The Rhode Island Street frontage would be comparable to the adjacent buildings located on Rhode Island Street. Along the higher 17th Street frontage, the building would be comparable in height to the proposed office building across the street and with other taller buildings in the district, such as the five-story Takahashi building located two blocks north.

The articulated design of the proposed building façade, the contrast of different colors between building sections, and the generous use of glass would all serve to break up the mass of the building and provide it with a comfortable, contemporary design that would integrate with the rest of the commercial neighborhood. Where it is juxtaposed with a strictly residential neighborhood and would be least compatible from the standpoints of both design and land use, the façade has been set back and the height minimized to less than half of that allowed for the site. The façade has been further softened through the provision of a pocket park at the most visible corner of the site, at Kansas Street and Mariposa Street, and terraces further along the Mariposa Street façade. The project would represent an improvement both aesthetically and in terms of use over the existing auto service facility or other industrial uses that would be permitted in the M-1 District in which the site is located.

Although the proposed building would be built to the lot line at ground level along most of its street frontages. Above ground level, the façade would be set back or recessed at many locations. In addition, the corner of the Mariposa and Kansas Streets façade would be set back to form a small public park. The generous use of glass walls, atriums, and glass towers would significantly reduce the perceived mass of the building. The introduction of about 37 street trees along the site perimeter would further enhance the site and contribute to the pedestrian-friendliness of the project.

Lighting for the project would consist of downward-directed lighting around the perimeter of the building, which would reduce nighttime glare on the adjacent residences, and soft interior lighting of the atriums and other glass enclosures, which would gently illuminate the building and provide it with an after-dark appeal while offsetting any sense of a shadowy, looming mass. The proposed project lighting should help to increase a sense of security and safety around the site at night, which could benefit the residential neighborhood south and west of the project, as well as the immediate vicinity. Because the proposed parking for the project would be shielded from view in a below-grade garage under the building, the majority of the project's parking demand would be met onsite without creating the visual impact of a parking lot or parking structure.

In summary, an aging, bulky, highly unattractive industrial building that offers no inducement to pedestrians or offsite viewers would be replaced with an attractively designed building broken up into many visually pleasing elements. The introduction of a pocket park and numerous street trees would

soften a currently bleak urban block with no aesthetic appeal. In many respects, the project would contribute to the creation of a more pleasant and aesthetically appealing area.

Implementation of the project would result in an increase in population density in the immediate vicinity. The primary effect of this increased population would be on traffic volumes and congestion. These effects are addressed in detail in the traffic section. However, some of the characteristics of the neighborhood would help to reduce these project impacts. A number of pleasant and inexpensive restaurants are located within two blocks of the project site, which would allow employees to walk around the area on their lunch hour rather than driving to more distant eateries. The presence of a nearby park, Jackson Playground, also provides a pleasant lunchtime venue that may serve to keep employees in the area and reduce lunchtime vehicle trips. A new 148-unit residential project at 675 Townsend Street, about three blocks north of the project site, was recently approved by the City. That project will give priority to employees of local neighborhood businesses in its allocation of leases. Employees of the proposed project would therefore have the opportunity to live within easy walking distance of the site, which would further reduce auto trip generation of the project.

The project would partially block an existing scenic view available to the public from the intersection of Mariposa and Kansas Streets. The existing industrial building is built into the hillside at this point and rises only a few feet above street level at this intersection. The downtown skyline and portions of San Francisco Bay are visible from the intersection and the adjacent sidewalks. While the intersection itself does not provide a safe vantage point for pedestrians to view the panorama to the north and east, the adjacent sidewalks do provide such a vantage point. Passing motorists can also enjoy the view for a moment in passing. Construction of the proposed building would intrude into this viewshed, blocking a portion of the view currently available to pedestrians. This effect would be most pronounced at the northeast corner of the intersection, where the building would be about 17 feet high at the corner and set back from a new pocket park. Partial views would still be available from all four corners of the intersection, and would include the majority of the extant downtown skyline view, which is the most dramatic and commanding component in the viewshed.

In addition, by travelling less than 50 feet south along Kansas Street, distant views of the skyline currently available from the sidewalks would be largely preserved, and would be enhanced in some respects, by the rooftop landscaping planned for the project. The project along Kansas Street would not represent a significant alteration of the view of the City skyline. The western tower of the Bay Bridge would remain visible.

The proposed building would also block or partially block some private scenic views available from residences along Mariposa and Kansas Streets. The roof of the building would be landscaped and no mechanical equipment would be visible. The number of residences thus affected would be limited, and obstruction of these private views by the project would not be considered a significant



environmental impact. In summary, the changes that would be created by the proposed project would not be inconsistent with the dense, urban character of the surrounding area.

## C. TRANSPORTATION/CIRCULATION<sup>1</sup>

### Setting

The project site is located on the block bounded by Rhode Island Street to the east, Kansas Street to the west, 17th Street to the north, and Mariposa Street to the south (Figure 17, page 42). These streets provide local access to and from the site. The project site is located in Superdistrict 3, one of four Superdistricts established by the Metropolitan Transportation Commission (MTC) for purposes of traffic analysis in the City and County of San Francisco. Superdistrict 3 is bounded by Townsend Street on the north, 7th Avenue/Laguna Honda on the west, San Francisco Bay on the east, and the San Francisco/San Mateo County Line on the south. Three regional freeways are located within easy access distance from the project site. The closest is U.S. 101, which passes just one block to the west of the site. U.S. 101 is the major north-south travel corridor down the San Francisco Peninsula and along the coast into southern California. It also provides access to Marin County and other northern California coastal counties. U.S. 101 discharges onto Mariposa Street via the Vermont Street off-ramp. The nearest U.S. 101 on-ramp is located at 10th Street, with a corresponding off-ramp at 9th Street. Another pair of on/off-ramps is located about a mile south of the project site, at Cesar Chavez (Army) Street. Interstate 80 (I-80) provides a travel route to the East Bay via the Bay Bridge, and then continues north to Sacramento. The nearest access points to the project site are the eastbound on-ramp at the intersection of Eighth and Bryant Streets and the westbound off-ramp at the intersection of Eighth and Harrison Streets, the western terminus of I-80. The third regional freeway, Interstate 280 (I-280), provides a regional connection between western San Francisco and the South Bay and Peninsula. I-280 can be accessed about ten blocks east of the project site, via on- and off-ramps at Mariposa Street. The northern terminus to the I-280 freeway occurs less than a mile north of this point, where the freeway splits and terminates at both the Sixth Street/ Brannan Street and Fourth Street/ King Street intersections.

**16th Street.** 16th Street is a two-way, two-lane arterial that travels in an east-west direction. It extends from Illinois Street to Flint Street, west of Market Street. In addition to the two travel lanes, there are parking lanes on both sides of the street and sidewalks varying between 10 and 15 feet. The *San Francisco General Plan* identifies 16th Street as a secondary arterial between Third and Market streets and as a Transit-Oriented Street between Church and DeHaro streets. Between Church and Harrison streets it is designated a Neighborhood Commercial Street. The *General Plan* designates 16th Street as a Citywide Bicycle Route (Class II, Route #40) between Third and Kansas Streets.





**17th Street.** Seventeenth Street runs parallel to and one block south of 16<sup>th</sup> Street. Similar to 16<sup>th</sup> Street, it provides one travel lane and one parking lane in each direction, with sidewalks varying between 10 and 12 feet. It is identified in the *San Francisco General Plan* as a Citywide Bicycle Route between Kansas Street and Corbett Avenue (Class III, Route #40).

**Mariposa Street.** Mariposa Street is another east-west, two-way roadway, which extends between Illinois and Harrison Streets. The two-lane local street provides parking on both sides of the street. Trucks weighing more than 6,000 pounds are prohibited from traveling on Mariposa Street east of U.S. 101, which has an off-ramp at the intersection of Mariposa and Vermont Streets. Mariposa Street is a designated Citywide Bicycle Route between Third and Pennsylvania Streets (Class III, Route #23).

**Vermont Street.** Vermont Street is a north-south local street that runs from Division Street to 26th Street. The roadway is one-way northbound north of Mariposa Street with three lanes, and two-way south of Mariposa Street with two lanes. On-street parking is provided throughout its length on both sides of the street.

**Kansas Street.** Two-way Kansas Street runs parallel to and one block east of Vermont Street, and begins and ends at the same points. Kansas Street has one travel lane and one parking lane in each direction and provides 10- to 15-foot-wide sidewalks. Between 17th and Division Streets, Kansas Street is designated in the *San Francisco General Plan* as a Citywide Bicycle Route (Class III, Route #23).

**Rhode Island Street.** Similar to Kansas and Vermont Streets, Rhode Island Street runs in a north-south direction between Division and 26th Streets. As with Kansas Street, it is a two-lane, two-way roadway with on-street parking on both sides. Sidewalk widths vary from 9 to 15 feet.

**Potrero Avenue.** Potrero Avenue is a north-south arterial extending from Brannan Street south to Cesar Chavez Street, where it discharges onto U.S. 101 freeway ramps. Potrero Avenue provides three travel lanes in each direction. *The San Francisco General Plan* identifies Potrero Avenue as a Major Arterial, a Secondary Transit Street, and a Citywide Bicycle Route (Class III, Route #25) from Cesar Chavez Street to 17th Street.

## TRANSIT NETWORK

**San Francisco Municipal Railway (MUNI).** The project site is well served by MUNI, with five MUNI bus lines passing by or near the site. Headways on these lines range from 8 to 30 minutes.

**Bay Area Rapid Transit District (BART).** BART operates a network of regional rail transit service that includes five rail lines covering a wide area of Alameda, Contra Costa, and San Francisco

Counties. Six underground BART stations are located in San Francisco, four along Market Street and two on Mission Street. The closest station to the project site is located at 16<sup>th</sup> and Mission Streets, about 1 mile west of the site. BART trains operate in San Francisco with headways of 5 to 15 minutes per line during peak periods.

**Caltrain.** Caltrain is a commuter train that provides service between San Francisco and Gilroy, about 25 miles south of San Jose. Caltrain operates 33 northbound and 33 southbound express and local trains each weekday at peak-period headways ranging from 5 to 30 minutes. Although the major Caltrain depot is at Fourth and Townsend Streets, a terminal closer to the project site is located in the Potrero Hill area on Third Street between 22<sup>nd</sup> and 23<sup>rd</sup> Streets. However, stops at the 22<sup>nd</sup> Street Station are limited.

**San Mateo County Transit District (SamTrans).** SamTrans provides bus transportation throughout San Mateo County and also provides transportation to and from downtown San Francisco on nine bus routes. SamTrans routes include stops at the BART stations in Colma and Daly City. The transit provider also travels to San Francisco International Airport (SFIA). There are no SamTrans stops in the vicinity of the project site.

**Alameda-Contra Costa Transit District (AC Transit).** Primarily a service provider in the East Bay to communities in western Alameda and Contra Costa Counties, AC Transit also provides express bus service between the East Bay and the Transbay Terminal in downtown San Francisco. There are no AC Transit stops in the vicinity of the project site.

## OFF-STREET PARKING

Surveys of the off-street parking supply in the project vicinity were conducted on Tuesday, October 6, 1998 and Wednesday, July 14, 1999. A 26-block parking study area extended from Division Street on the north to 19<sup>th</sup> Street to the south, and from Carolina Street on the east to U.S. 101 on the west. Midday peak-period (1:00 to 3:00 p.m.) occupancy data were collected for the entire study area, in which two public parking facilities provide 203 parking spaces. The survey results indicated that the average weekday peak-period occupancy rate is approximately 74 percent in these combined facilities.

## ON-STREET PARKING

At the time the off-street parking surveys described above were conducted, surveys of the on-street parking supply and utilization in the project vicinity were also conducted for the same study area. The majority of on-street parking in the study area is unmetered and unrestricted. However, 17<sup>th</sup> Street between Rhode Island and DeHaro Streets has a 2-hour time limit, as does the east side of Kansas Street between Division and Alameda Streets. Some of the on-street parking in the area consists of 90-degree spaces, such as along portions of 16<sup>th</sup>, 18<sup>th</sup>, Vermont, Kansas, Rhode Island,



DeHaro, and Carolina Streets. The survey identified a total of 1,935 on-street spaces in the study area, at an average occupancy of about 83 percent during the midday peak period, though parking on some blocks was more heavily utilized than on others.

## PEDESTRIAN AND BICYCLE CONDITIONS

Pedestrian conditions in the vicinity of the project site were evaluated qualitatively by the traffic consultant during the midday peak period. The pedestrian flows in this area are low, with less than 100 pedestrians per hour. Sidewalk widths of 12 to 15 feet permit pedestrians to move with freedom and an ability to maneuver around other pedestrians.

As previously noted, Citywide Bicycle Routes have been designated in the *San Francisco General Plan* on 16th, 17th, Kansas, and Mariposa Streets within the traffic study area. Route #23, a Class III route, follows Kansas Street between 17<sup>th</sup> and Division Streets, and is also designated on Mariposa Street between Pennsylvania and Third Streets. Route #40, a Class II facility, follows 17<sup>th</sup> Street between Corbett Avenue and Kansas Street, and follows 16<sup>th</sup> Street between Kansas Street and Third Street. Class II routes provide designated bicycle lanes adjacent to the curb lane, while Class III bicycle facilities are signed routes only, where bicyclists share travel lanes with vehicles.

## Project Impacts

### TRAVEL DEMAND

Based on a trip generation rate of 18.1 daily trips per 1,000 gross square feet, derived from Appendix 1 of San Francisco's *Guidelines for Environmental Review: Transportation Impacts (SF Guidelines)*, employee and visitor activity at the proposed project site would generate approximately 5,683 new daily person trips.<sup>2</sup> Approximately 483 of these trips would be generated during the P.M. peak hour, which generally occurs between 5:00 and 6:00 p.m. in the project area.

The 483 peak-hour person-trips were broken down by travel mode category, using adjusted mode split data for Superdistrict 3 contained in the *San Francisco Citywide Travel Behavior Study (CTBS)*. Of the 483 person-trips generated by the project, approximately 65 trips would be made by transit, 348 would be made by automobile, and 71 would be made by walking or other modes. Based on the average vehicle occupancy presented in the CTBS, it was determined that the 348 new automobile person trips create about 258 new vehicle trips (15 inbound and 243 outbound).

A survey of existing Macromedia employees was conducted in December 1999 and January 2000 to compare employee and visitor travel characteristics to standard Planning Department assumptions. Application of this survey, which is available for review as part of the 450 Rhode Island Transportation Report, indicated that the proposed project could generate lower trip rates; about 4,804 daily trips, 466 peak hour trips, about 202 person trips, and about 185 vehicle trips. On a weekday daily basis there would be 879 fewer person trips and 17 fewer trips during the P.M. peak

hour than the analysis using standard assumptions. This survey is also on file in case report 99.410E and available for public review at the Planning Department, 1660 Mission Street, Suite 500, San Francisco.

## TRIP DISTRIBUTION

As noted in the Setting section, the Metropolitan Transportation Commission (MTC) has divided San Francisco into four superdistricts for the purposes of travel analysis. Please refer to the Setting section for a description of the boundaries of Superdistrict 3 and the location of the project site. The San Francisco Planning Department provided survey data for office use in Superdistrict 3, which was used as a basis for calculating the regional distribution of the vehicle trips generated by the project. The Superdistrict 3 data showed that approximately 57 percent of trips generated by the proposed project would come to and from areas within San Francisco and about 24 percent would come from the South Bay.<sup>3</sup>

## PARKING DEMAND

The estimated parking demand for the proposed project was also derived from trip generation rates provided and methodology prescribed in the *SF Guidelines*. The average mode split and vehicle occupancy rate were applied to the anticipated number of employees to derive a long-term parking (i.e., employee parking) demand for 514 parking spaces. Short-term visitor parking demand was calculated by applying an average turnover rate of 6.5 vehicles per space per day to the total daily visitor trips.<sup>4</sup> The weekday peak parking demand by project visitors would require 122 spaces. The combined long-term and short-term parking demand of the project would require 636 parking spaces.<sup>5</sup>

## FREIGHT LOADING DEMAND

Freight delivery vehicles at the project would generally be limited to vans and small trucks, such as those used by UPS. Delivery and service vehicle demand was calculated using the methodology presented in the *SF Guidelines*. On a daily basis, the project would generate 66 delivery/service trips, which corresponds to an average loading demand of 3.1 loading spaces per hour. During the peak loading hour, which would occur sometime between 10:00 a.m. and 1:00 p.m., loading demand would be 3.8 loading spaces.

## TRAFFIC

### Local Intersection Traffic

The traffic study examined existing conditions at eleven key intersections in the vicinity of the project site and modeled future conditions at the intersections with the addition of project-generated traffic.



The specific intersections selected for study were selected by the San Francisco Planning Department because they were most likely to experience changes as a result of project generated traffic. The study intersections were 16th Street/Rhode Island Street, 16th Street/Kansas Street, 16th Street/Vermont Street, 16th Street/Potrero Avenue, 17th Street/Rhode Island Street, 17th Street/Kansas Street, 17th Street/Vermont Street, 17th Street/Potrero Avenue, Mariposa Street/Rhode Island Street, Mariposa Street/Kansas Street, and U.S. 101 off-ramp/Vermont Street/Mariposa Street. Of these eleven intersections, only 16th Street/Potrero Avenue and 17th Street/Potrero Avenue are traffic signal-controlled; the remainder are controlled by STOP signs. Traffic counts were taken at nine of the study intersections on Tuesday, September 29, 1998, Thursday, July 15, 1999 and Wednesday, December 15, 1999 during the P.M. peak hour (5:00 to 6:00 p.m.). For the intersections of 16<sup>th</sup>/Potrero and 16<sup>th</sup>/Vermont, turning movement volumes were taken from the traffic analysis conducted for the *Mission Bay Final SEIR* and were adjusted to balance with the more recent counts.

Levels of service (LOS) were calculated for the eleven study intersections based on the methodologies for signalized and stop sign-controlled intersections contained in the *1985 Highway Capacity Manual (HCM)* (Special Report 209, Transportation Research Board, Updated 1994). Levels of service are ranked descriptors of traffic flow conditions within an intersection, taking into account the average delay per vehicle. The levels of service range from LOS A, which indicates free-flowing conditions, to LOS F, indicating extremely long delays in passing through the intersection. For signalized intersections, the City of San Francisco considers LOS A, B, C, and D to be acceptable traffic conditions, while LOS E and F are considered unacceptable. For unsignalized intersections, the overall LOS is based on an estimate of delays experienced at the intersection approach which functions the worst, thus, it is possible to have a stop-controlled intersection at LOS E or F which still functions well in three or four directions. Definitions of the different levels of service are presented in Appendix B.

Existing levels of service at the project study intersections range from LOS A to LOS E, as shown in Table 1 on the following page. Although most of the study intersections currently operate at acceptable levels of service, the intersection of 16th and Kansas Streets operates at LOS E, with average delays in excess of 34 seconds. High volumes on 16th Street in both directions contribute to the congestion at this intersection, which is all-way STOP controlled.

## TRAFFIC IMPACTS

To determine the effect of project-generated traffic trips when added to the existing traffic on local roadways, the "TRAFFIX" computer model was employed, in accordance with San Francisco Planning Department guidelines. Project-generated traffic was distributed on the local traffic network and then combined with the existing traffic volumes to derive the Existing Plus Project traffic volumes. These volumes were used to derive the Existing Plus Project levels of service presented in Table 2 on page 49.



**Table 1**  
**Existing Intersection Levels of Service**

Intersection	Control	Delay (1)	LOS (2)	Worst Approaches
16th Street/Potrero Avenue	Signalized	15.7	B	-
17th Street/Potrero Avenue	Signalized	23.7	C	-
16th Street/Rhode Island Street	2-Way STOP	13.8	C	Northbound
16th Street/Kansas Street	All-Way STOP	34.1 25.3	E D	Southbound Eastbound
16th Street/Vermont Street	All-Way STOP	22.2	D	Eastbound
17th Street/Rhode Island Street	2-Way STOP	6.2	B	Southbound
17th Street/Kansas Street	All-Way STOP	12.9	C	Southbound
17th Street/Vermont Street	All-Way STOP	28.1	D	Westbound
Mariposa Street/ Rhode Island Street	All-Way STOP	2.3	A	Westbound
Mariposa Street/Kansas Street	All-Way STOP	5.6	B	Westbound
Mariposa Street/U.S. 101 off-ramp	2-Way STOP	12.8	C	Northbound

## Notes:

<sup>1</sup> Delay presented in seconds per vehicle<sup>2</sup> For unsignalized intersections, delay and LOS is presented for worst approach. Where worst approach equals E or F, the second worst approach is also shown.

Source: Wilbur Smith Associates, September 1999

As noted above, the City of San Francisco considers LOS E and F to be unacceptable operating conditions for signalized intersections. Consequently, if a project would cause a signalized intersection to deteriorate from LOS D or better to LOS E or F, or from LOS E to LOS F, the City would consider this to be a significant impact. The City does not have established comparable significance criteria for unsignalized intersections. However, the standard of significance generally applied for unsignalized intersections is also based on LOS. If the project would cause two or more approaches to an unsignalized intersection to operate at LOS E or F, it would be considered a significant impact.

Based on the significance criteria outlined above, implementation of the proposed project would not create any significant impacts on traffic conditions in the study area. Although Table 2 shows two study intersections operating at LOS E following implementation of the project, these values represent the most congested approaches to the intersections; the remaining approaches operate at LOS D or better. While the southbound approach of the intersection of 16<sup>th</sup>/Kansas currently operates at LOS E, the second-worst approach operates at LOS D and would continue to operate

**Table 2**  
**Existing Plus Project Intersection Levels of Service**

Intersection (1)	Control	Existing		Existing Plus Project	
		Delay (2)	LOS	Delay	LOS
16th Street/Potrero Avenue	Signalized	15.7	C	16.1	C
17th Street/Potrero Avenue	Signalized	23.7	C	38.3	D
16th Street/Rhode Island Street	2-Way STOP	13.8	C	12.5	C
16th Street/Kansas Street	All-Way STOP	34.1 25.3	E D	35.3 27.6	E D
16th Street/Vermont Street	All-Way STOP	22.2	D	22.4	D
17th Street/Rhode Island Street	2-Way STOP	6.2	B	6.5	B
17th Street/Kansas Street	All-Way STOP	12.9	C	12.2	C
17th Street/Vermont Street	All-Way STOP	28.1	D	37.2 5.4	E B
Mariposa Street/Rhode Island	All-Way STOP	2.3	A	2.8	A
Mariposa Street/Kansas Street	All-Way STOP	5.6	B	6.8	B
Mariposa St./US 101 off-ramp	2-Way STOP	12.8	C	12.9	C

## Notes:

- <sup>1</sup> For unsignalized intersections, delay and LOS are presented for the worst movement, where the first approach is LOS E or F, the second worst approach is also shown.
- <sup>2</sup> Delay = average delay per vehicle in seconds.

Source: Wilbur Smith Associates, September 1999

at LOS D with the addition of project-generated traffic. Since only one approach to this unsignalized intersection would operate at LOS E, this would not be considered significant, based on the criteria established above. Similarly at the intersection of 17<sup>th</sup>/Vermont, project-generated traffic would degrade the westbound approach from LOS D to LOS E. However, all other approaches would operate at LOS B or better, so the impact would not be significant. The addition of project-generated traffic would marginally increase delays at some of the other study intersections, as shown in Table 2, but the levels of service at these intersections would remain at existing acceptable levels.

## PARKING IMPACTS

The *San Francisco Planning Code* parking requirements for the proposed multimedia/office use are based on square footage. The proposed 314,000 square feet of multimedia space, if considered office use, would require the provision of 565 off-street parking spaces. The proposed project would comply with this requirement by providing 567 parking spaces, including 22 handicapped spaces.



In addition, the project would provide 26 bicycle parking spaces, four showers, and eight clothes lockers, in compliance with *Planning Code* Section 155. If the proposed use were not defined as office use, the *Planning Code* parking requirement would be less.

The projected project parking demand based on standard assumptions for office use of 636 spaces would exceed the number of proposed parking spaces by 71 spaces.<sup>6</sup> A portion of any excess demand could be accommodated at the existing on-street parking facilities, which currently operate at about 83 percent of capacity. In addition, on-street parking spaces currently occupied by employees of the S&C Ford facility would become available for use by project employees when the Ford facility closes. Despite these factors, a parking shortfall may still occur from time to time and may cause some drivers to circle around the neighborhood in search of parking, which would add traffic congestion to the local street network. However, the City of San Francisco considers shortfalls of parking supply relative to demand to be an inconvenience to drivers but not to constitute a significant environmental impact. The City's "Transit First" policy encourages transit improvements and discourages transportation treatments that facilitate continued or increased reliance on automobile transportation. The hope and expectation is that drivers frustrated by a shortage of available parking will shift to public transit or other travel modes, while others will search out alternative parking within reasonable distance of their destinations or choose to drive to the site at times of day or night when parking is more available. In summary, the project's shortfall of parking relative to demand would not be a significant impact.

## PEDESTRIAN/BICYCLE IMPACTS

The main pedestrian entrance to the proposed office building would be on 17th Street, while a secondary entrance would be provided on Mariposa Street. The proposed project would generate an additional 71 walking or "other" trips to and from the site, as well as pedestrian trips associated with the 65 project-generated transit trips. Pedestrian operating conditions on area sidewalks and crosswalks would not noticeably deteriorate with the addition of these walking trips. Both sidewalks and crosswalks would continue to operate at free-flow conditions.

The proposed project would generate additional bicycle trips to the area that would use local streets in the area, including the bicycle lane on 16th Street. They would be expected to utilize the 26 bicycle parking spaces provided in the proposed project building. With the current traffic levels on the adjacent streets, bicycle travel generally occurs without major impedances or safety problems. Although the proposed project would result in an increase in the number of vehicles in the nearby vicinity, the increase would not be substantial enough to affect bicycle travel. As the number of vehicles on Rhode Island and Kansas Streets increase, however, the potential for conflicts between motorists and bicycles would also increase, as there would be more competition for the travel lanes between bicycles, autos and trucks.



## TRANSIT IMPACTS

As noted in the Setting section, the proposed project would generate 4 inbound and 61 outbound transit trips during the weekday P.M. peak hour, for a total of approximately 65 new transit trips.<sup>7</sup> Employees and visitors using public transit to travel to and from the project site would be expected to use the local MUNI bus lines in conjunction with transfers to/from other bus lines and/or other transit providers, such as BART, SamTrans, Caltrain, etc. The MUNI lines that would primarily be used as the last leg of inbound trips and first leg of outbound trips would be the 19-Polk and the 22-Fillmore lines, although some commuters would use the 9-San Bruno line. All three lines have existing available capacity to accommodate the additional project trips during the P.M. peak period. Furthermore, the maximum load point, which is the location where capacity utilization is at its highest, is north of Market Street for both the 19-Polk and 22-Fillmore lines. The maximum load point for the 9-San Bruno line is at the intersection of 16th/Potrero. Although this bus line operates at the highest capacity of the three lines (87 percent) during the P.M. peak hour, the available capacity is sufficient to accommodate new project-generated trips.

A portion of the project-generated transit trips would be accommodated by a shuttle bus provided by the project sponsor. Shuttle service to and from the project site and the Civic Center BART/MUNI Metro station and the Caltrain station at Fourth/Townsend Streets would be provided during peak commute periods. This service would represent an expansion of the existing shuttle service operated by the project sponsor at the current company location.

Additional vehicles that would be arriving at and departing from the garage entrances on Rhode Island and Kansas Streets would not be at a level that would adversely affect operations of the MUNI bus lines travelling on these streets and on 17th Street, nor would they affect use of the existing bus stops. The volume of project generated vehicles would be dispersed around the project site and would not queue into the streets, potentially interfering with the 19-Polk (on Rhode Island) and 22-Fillmore and 53-Southern Heights (on Kansas and 17th Streets).

In summary, the transit impacts generated by the project would not be significant. The San Francisco Planning Department is considering the expansion of transit impact development fees to new land uses and geographical areas within the City. If these new fees are adopted before final Commission approval of the project or the issuance of permits for the project, the project sponsor would be required to pay such fees.

## FREIGHT LOADING IMPACTS

Based on a proposed total of 314,000 gsf of office space, Section 152 of the *San Francisco Planning Code* would require the proposed project to provide two off-street loading spaces. The project proposal includes a dedicated loading area measuring approximately 26 feet wide by 35 feet long and providing three loading spaces accessed from Rhode Island Street and a yellow loading zone

on 17th Street. The expected loading demand from the project would be for 3.1 spaces during the average loading hour and 3.8 spaces during the peak loading hour. Consequently, the project would be able to accommodate the loading demand.

## CONSTRUCTION IMPACTS

Project construction is expected to take about 18 months, with staging of most construction equipment and materials occurring within the project site. Additional staging on Rhode Island, Kansas, and 17<sup>th</sup> Streets would periodically be utilized. The parking lanes on these streets would be closed throughout the construction period to provide temporary pedestrian walkways. Intermittent closures of the traffic lanes adjacent to the site would be required for certain operations. These closures would be coordinated with the City in order to minimize the impacts on local traffic. The incremental slowing of traffic movement, including MUNI buses, would be temporary and therefore would not be considered significant. Although it is not anticipated that any MUNI bus stops would need to be relocated during project construction, such relocation, if determined to be necessary, would be coordinated with MUNI's Chief Inspector.

The daily presence of 20 to 125 construction workers at the project site (and as many as 200 during the peak of construction) would generate an additional demand for parking in the vicinity of the project site during the construction period. Although much of the parking demand would be accommodated on the site, some workers would need to use other on- and off-street parking facilities in the area. This increase in demand may be offset by the 60 employees of the existing S&C Ford facility who would no longer be utilizing off-site parking.

The City of San Francisco does not consider temporary construction impacts on traffic to be significant, even though they can inconvenience area residents and employees. Recognizing the potential inconvenience, the project sponsor would attempt to limit the hours of construction traffic from 9:00 a.m. to 3:30 p.m. and 6:00 to 8:00 p.m. (hours outside of A.M. and P.M. peak traffic periods) in order to reduce the effects of construction experienced by local employees and residents. The project sponsor will also coordinate with City Departments to determine appropriate mitigation measures to further reduce traffic, public transit, and pedestrian circulation disruptions during construction.

## Proposed Project and 350 Rhode Island Project Impacts

Transportation conditions were assessed for the combined effects of the proposed project and the recently proposed development at 350 Rhode Island Street (350 Rhode Island Project). The proposed 350 Rhode Island Project includes about 300,000 square feet of office use, about 3,000 square feet of retail use, and 594 off-street parking spaces. During the P.M. peak hour, the 350 Rhode Island Project would generate about 255 vehicle trips (including 20 inbound and 235



outbound). In addition, there would be about 65 transit trips and 70 walk/bicycle/other trips during the P.M. peak hour. The 350 Rhode Island project would have a demand for 730 parking spaces.

## TRAFFIC

With the addition of traffic generated by the proposed project and the 350 Rhode Island Project, operating conditions at the study intersections would remain at LOS D or better, except for the intersection of 16<sup>th</sup>/Kansas Streets and 17<sup>th</sup> Street /Potrero Avenue as shown in Table 3 below. As under Existing Plus Project conditions, the Southbound approach of the unsignalized intersection of 16th/Kansas would operate at LOS E. However, the signalization that will be undertaken as a result of the 350 Rhode Island Street project would improve operating conditions to LOS B, with 11.8 seconds of average delay per vehicle for existing plus proposed project and the 350 Rhode Island project conditions.

**Table 3**  
**Intersection Levels of Service**  
**Existing Plus Project and 350 Rhode Island Conditions**

Intersection	Control	Existing plus Project		Existing plus Project and 350 Rhode Island Project	
		Delay	LOS	Delay	LOS
16th Street/Potrero	Signalized	16.1	C	22.5	C
17th Street/Potrero	Signalized	38.3	D	>60	F
16th Street/Rhode Island (1)	2-Way STOP	12.5	C	14.6	C
16th Street/Kansas Street (2)	All-Way STOP	35.3 27.6	E D	11.8	B
16th Street/Vermont Street (1)	All-Way STOP	22.4	D	22.5	D
17th Street/Rhode Island (1)	2-Way STOP	6.5	B	7.1	B
17th Street/Kansas Street (1)	All-Way STOP	12.2	C	20.5	D
17th Street/Vermont Street (1)	All-Way STOP	37.2 5.4	E B	44.7 5.3	F B
Mariposa/Rhode Island (1)	All-Way STOP	2.8	A	3.9	A
Mariposa Street/Kansas Street (1)	All-Way STOP	6.8	B	12.9	C
Mariposa St./US 101 off-ramp (1)	2-Way STOP	12.9	C	12.9	C

Notes:

Delay presented in seconds per vehicle.

<sup>1</sup> STOP-controlled intersection. Delay and LOS presented for worst approach(es). An unsignalized intersection was considered to operate unacceptably if more than one approach operated at LOS E or F. Where the first approach is LOS E or F, the second worst approach is also shown.

<sup>2</sup> Intersection assumed to be signalized by the 350 Rhode Island Project.

Source: Wilbur Smith Associates, February 2000



The signalized intersection of 17<sup>th</sup> Street and Potrero Avenue would operate at LOS D under Existing Plus Project conditions and LOS F with the cumulative effects of the 350 Rhode Island Office Building. Of the projected increase in traffic volumes using the westbound approach or critical movement at this intersection, the proposed 450 Rhode Island project would contribute the greatest share due to the project location. This potentially significant impact could be mitigated during the peak hour, by prohibiting peak hour parking on the north side of 17<sup>th</sup> Street between Utah Street and Potrero Avenue. With implementation of this measure, the operating conditions would be at LOS D with the project and under future cumulative conditions. See Mitigation, Chapter IV.

## **TRANSIT**

The proposed project and the 350 Rhode Island project would generate a total of 130 transit trips during the P.M. peak hour (10 would be inbound, and 120 would be outbound from the site). The additional transit trips would be distributed primarily among the 19-Polk, the 22-Fillmore and the 9-San Bruno (although this line is currently at 87 percent capacity). While these lines currently have available capacity to accommodate the additional demand, the limited service area and infrequent service typically make access by transit difficult. MUNI proposed service changes in the area and the Macromedia shuttle service are expected to increase accessibility to transit and would be sufficient to accommodate the increased project demand.

## **PARKING**

The proposed project and the 350 Rhode Island project would result in a parking demand for 1,365 spaces (636 for the proposed project, and 729 for 350 Rhode Island). The two proposed projects would provide 1,160 off-street parking spaces, which would result in a shortfall of over 200 parking spaces.<sup>8</sup>

Only a small portion of the shortfall could be accommodated on-street, as the existing utilization of on-street parking is high (at about 90 percent). As noted in the discussion on parking impacts, the shortfall would result in some drivers having to park further from their destination than anticipated, and some drivers may shift time of travel or switch to transit, carpools or other modes of travel. These impacts would not be considered significant.

# **2015 Cumulative Conditions**

## **DEVELOPMENT OF 2015 CUMULATIVE CONDITIONS**

The Cumulative Context for future transportation conditions in San Francisco and in the vicinity of the proposed project was based on the future year 2015 analysis presented in the Mission Bay Final SEIR.<sup>9</sup> The Mission Bay effort utilized the MTC regional travel demand model to obtain estimates of future growth in San Francisco and the nine-county Bay Area and prepare future cumulative

transportation impacts on regional traffic and transit facilities. Year 2015 cumulative conditions for the Mission Bay effort incorporated the Association of Bay Area Government's (ABAG) land use and socio-economic database and growth forecasts (*Projections '96*) as adjusted to account for anticipated growth in the eastern part of San Francisco, as described below.

In September 1996, the San Francisco Redevelopment Agency, in cooperation with the San Francisco Planning Department, initiated a process to prepare updated future year 2015 cumulative employment and housing growth estimates for San Francisco, incorporating the most recent development plans for those major planning areas. These updated forecasts were used to develop travel demand forecasts for the Mission Bay Final SEIR and are similar to ABAG's *Projections '98*, although the analysis for the Mission Bay Final SEIR conservatively assumed that the Mission Bay project would be fully built out and occupied by the year 2015. This assumption included a more detailed analysis of maximum employment and population in the Mission Bay area appropriate to the SEIR for the Mission Bay project.

Based on the Mission Bay Analysis, traffic volumes on the major roadways serving Mission Bay and the proposed project are expected to increase significantly. The P.M. peak-hour traffic volumes along 16th Street are projected to increase by about 1,400 vehicles per hour, an increase of about 103 percent over Existing conditions.

Transit ridership is also expected to increase substantially between Existing and 2015 conditions. Ridership on MUNI bus and rail lines at the four San Francisco peak-direction screenlines during the P.M. peak hour was projected to increase by 8,980 riders (an increase of 47 percent). Ridership on transit lines serving the proposed project area (22-Fillmore, 19-Polk and 9-San Bruno) are anticipated to increase by between 20 and 35 percent. Ridership on regional bus, ferry and rail lines is also expected to increase during the P.M. peak hour. Overall, ridership on the regional providers is projected to increase by 18,580 riders (an increase of 56 percent) with the most substantial increase in Transbay (East Bay) ridership.

## CHANGES TO TRANSPORTATION SYSTEM

The cumulative transportation analysis was based on assumptions regarding planned transportation facilities and services that would affect access to the proposed project vicinity by year 2015.

**Embarcadero Freeway/Terminal Separator Structure** – The Embarcadero Freeway and Terminal Separator Structure connecting the freeway to I-80 and the Bay Bridge were demolished after the 1989 Loma Prieta earthquake. Replacement plans for those facilities were studied, and in 1996 a preferred alternative was chosen. Roadway improvements expected to be in place by year 2015 in downtown include the reconstruction and modification of the existing I-80 Fremont Street off-ramp so that a portion of the ramp would touch down at the intersection of Fremont and Folsom Streets (in addition to the existing ramp on Fremont Street) and restriping of Folsom, Fremont and First



Streets to provide additional lanes in the vicinity of the I-80 on- and off-ramps, and widening of the earthbound off-ramp at 4th Street.

**Mission Bay** – The Mission Bay development includes planned changes to the street circulation pattern and pedestrian paths and bicycle paths and lanes. These changes include signalization of the intersection of 16th/Vermont, restriping westbound and eastbound approaches of the intersection of 16th/Potrero, and reconfiguration to remove the traffic circle and signalize the intersection of Division/8th/Townsend. These changes will be implemented in various stages, as development occurs within the Mission Bay North and Mission Bay South components of the project. The existing street pattern within Mission Bay will substantially change. In the vicinity of the proposed project, Third Street, 16th Street, and Mariposa Street will remain in substantially the same alignment as today. Exclusive left-turn lanes will be provided at intersections on 16th Street within the existing right-of-way. Mariposa Street will be widened on the north side within the Project Area to provide two lanes in each direction with left-turn lanes at major intersections. Fourth Street will be realigned, and will no longer intersect with Third Street, but will run south parallel to Third Street, ending at Mariposa Street opposite Minnesota Street. In addition, a series of new east-west streets will also be created or extended into Mission Bay.

Mission Bay will provide Class II (striped bicycle lanes) and Class III (bicycles and vehicles share a travel lane) bicycle routes. These routes will connect to the existing routes at Third Street, at Fourth Street, at Seventh Street, at 16th Street and at Mariposa Street and to the other routes planned as part of the Mission Bay project.

**Third Street Light Rail Project** – The City and County of San Francisco is currently in the process of designing new light rail transit (LRT) along the Third Street Corridor in southeastern San Francisco. The light rail line will operate along Bayshore Boulevard and Third Street, between the Caltrain Bayshore Station and downtown San Francisco. The nearest stop to the proposed project would be located at Third and South Streets within Mission Bay, less than one mile east of the project site. The southern terminus at the Caltrain station will be designed to serve as an intermodal facility to allow for transfers between the light rail line, Caltrain, SamTrans, and MUNI bus services.

The currently funded portion of the LRT project includes the extension the existing light rail service from the Caltrain depot located north of the proposed project, along Third Street, over U.S. 101 and to the southern Bayshore terminal. The project is scheduled to begin service in 2003. The second, currently unfunded phase of the project will involve the construction of a new subway portion of the light rail line, operating on Third/Fourth Street from King Street, under Market Street and into Chinatown.

**MUNI Bus Service** – By 2015, there are anticipated to be substantial changes to the transit network in the vicinity of the project site, primarily due to the existing and future demand in the South of Market area (SoMa) and the continued development of Mission Bay.



The San Francisco Transportation Authority and MUNI have recently identified the need to provide additional transit service in the Multimedia Gulch/SoMa area. In response, MUNI has proposed to reroute northbound service on the 19-Polk from Ninth Street to Seventh Street, extend the 19-Polk shortline trips from Market Street to Brannan Street, and split the 42-Downtown Loop into two lines. One line would operate between SF General Hospital and Fisherman's Wharf, connecting Potrero Hill, the Caltrain terminal, SoMa, the Financial District and Fisherman's Wharf. Adjacent to the project site, this line would operate on De Haro and Rhode Island Streets between Twenty-third and Division Streets. The service frequency for this new line has not been determined. These changes were approved by the Municipal Transportation Agency (MTA) as part of MUNI's FY2001 Gross Operating Budget in May 2000, which has subsequently been submitted for review by the Mayor's Office and the Board of Supervisors. MUNI anticipates that these changes will be approved sometime in 2000, with an implementation target of January 2001.

In response to expected increases in Mission Bay transit demand and in accordance with the prior Mission Bay development plan, MUNI will extend either the 30-Stockton or 45-Union/Stockton trolley coach routes south from their current terminus, via Fourth Street, and Mission Bay Street in Mission Bay South, continuing on Hooper/Irwin, 16th, Connecticut and 18th Streets, and ending somewhere in the vicinity of Third and 19th or 20th Streets. A second option, not preferred by MUNI, calls for buses to travel along Townsend and Seventh Streets instead of Fourth and Mission Bay Streets. The 30-Stockton or 45-Union/Stockton service is proposed to replace a portion of the 22-Fillmore route on Potrero Hill, joining with the current route at or near 17th Street and Connecticut Streets. MUNI anticipates extending only about 50 percent of the existing 30-Stockton or 45-Union/Stockton peak service, approximately matching the existing 22-Fillmore service to Potrero Hill. The 22-Fillmore will be re-routed to access the Mission Bay South area via 16th and Third Streets, and will terminate within Mission Bay.

**Caltrain San Francisco Downtown Extension Project** – Caltrain has considered a 1.5 mile extension from its terminus at Fourth and Townsend Streets to downtown San Francisco, at Mission Street. A Draft EIS/EIR was completed in March 1997. While there is currently support for the extension project, funding has not been identified, and it is unlikely that the downtown extension project will be built before the year 2015. Therefore the 2015 analysis assumes that the terminus for Caltrain service will remain at its current location.

**BART San Francisco Airport Extension** – In June 1996, BART and SamTrans adopted a project to extend BART from the existing end of the line at the Colma Station, through the cities of South San Francisco and San Bruno, to the City of Millbrae and the San Francisco International Airport. The project is currently under construction, and the extension to the Millbrae station is scheduled to be completed by 2000 and to the airport by 2002. The extension of BART to SFIA will increase the BART ridership to and from San Francisco.

## Assessment of 2015 Cumulative Transportation Conditions

### TRAFFIC

Future Year 2015 traffic volumes would increase at all of the project study intersections, as shown in Table 3. While the implementation of mitigation measures required for the Mission Bay development would allow some intersections to continue operating at acceptable levels, others would operate at LOS E or F even with the implementation of those measures, as shown in Table 4 below. The Mission Bay mitigation measures include signalizing the 16th Street/Vermont Street intersection and restriping 16th Street at Potrero Avenue to provide a left-turn lane, a through lane, and a shared through/right-turn lane on both the westbound and eastbound approaches. The traffic conditions portrayed in Table 4 also assume the signalization of the 16<sup>th</sup>/Kansas intersection, which is a required mitigation measure for the office building project at 350 Rhode Island, one block north of the project site. As noted above, the operating conditions at the intersection of 17<sup>th</sup> Street and Potrero Avenue would improve to LOS D with the implementation of peak hour parking restrictions (also see Mitigation, Chapter IV).

**Table 4**  
**Intersection Level of Service**  
**2015 Cumulative Conditions**

Intersection	Control	Delay	LOS	Worst Approach(es)
16th Street/Potrero Avenue (3)	Signalized	28.8	D	-
17th Street/Potrero Avenue	Signalized	>60	F	-
16th Street/Rhode Island Street (1)	2-Way STOP	>60 >60	F F	Northbound Southbound
16th Street/Kansas Street (2)	All-Way STOP	>60	F	-
16th Street/Vermont Street (3)	All-Way STOP	5.0	B	-
17th Street/Rhode Island Street (1)	2-Way STOP	8.0	B	Northbound
17 <sup>th</sup> Street/Kansas Street (1)	All-Way STOP	30.2 20.1	E D	Southbound Westbound
17th Street/Vermont Street (1)	All-Way STOP	>60 6.9	F B	Westbound Eastbound
Mariposa Street/Rhode Island (1)	All-Way STOP	4.9	A	Westbound
Mariposa Street/Kansas Street (1)	All-Way STOP	19.8	C	Westbound
Mariposa St./US 101 off-ramp (1)	2-Way STOP	23.3	D	Northbound

Notes:

Delay presented in seconds per vehicle.

<sup>1</sup> STOP-controlled intersection. Delay and LOS presented for worst approach(es). An unsignalized intersection was considered to operate unacceptably if more than one approach operated at LOS E or F. Where the first approach is LOS E or F, the second worst approach is also shown.

<sup>2</sup> Intersection assumed to be signalized by the 350 Rhode Island Project.

<sup>3</sup> Includes improvement measures associated with Mission Bay.

Source: Wilbur Smith Associates, February 2000



Even with implementation of the mitigation measures stated above and required as part of Mission Bay and the 350 Rhode Island projects, the intersections of 16<sup>th</sup>/Rhode Island Street and 16<sup>th</sup>/Kansas Street would operate at LOS F at one or more approaches under 2015 conditions. The Mission Bay project when fully developed would add about 1,000 westbound vehicles onto 16th Street during the P.M. peak hour, more than doubling the existing volumes of about 600 vehicles per hour (vph). Based on the magnitude of growth associated with Mission Bay and other developments, the degradation in LOS at these intersections would occur, with or without the project. The project's contribution to congestion at this intersection would be 0.8 percent of the total volume and 1.4 percent of the net increase in volume. The project's contribution would therefore be *de minimus* and is therefore considered a less-than-significant impact.

It should be noted that the unsignalized intersections of 17<sup>th</sup>/Kansas Streets and 17<sup>th</sup>/Vermont Streets would have one approach operating at LOS E or F. For unsignalized intersections, a LOS E or F at a single approach does not represent unacceptable operating conditions at the intersection.

The vehicular trips generated by the proposed project would be part of the cumulative increase in traffic on the regional facilities and local street network. The degraded conditions described above, however, would occur whether or not the proposed project is implemented. Along 16<sup>th</sup> Street, where congestion would be greatest, the project would contribute two percent of the growth to each of the study intersections. The project's contribution to growth would be greatest at the intersections adjacent to the project such as those along 17<sup>th</sup> and Mariposa Streets. Since the total volumes are relatively low at these intersections, however, the additional volumes generated by the project would not substantially affect the intersection operating conditions.

## TRANSIT

As noted above, while transit lines in the vicinity of the proposed project currently have available capacity, their service area is limited with respect to access to the proposed project, and have infrequent service as compared with the downtown commute service.

By 2015, substantial changes to the transit network are anticipated to occur in the vicinity of the proposed project, and transit ridership is anticipated to increase. Ridership on transit lines serving the proposed project (22-Fillmore, 19-Polk and 9-San Bruno) are anticipated to increase by between 20 and 35 percent. These lines currently operate with available capacity during the P.M. peak hour, and would likely have sufficient capacity to accommodate additional passengers, if planned service expansions are implemented. However, capacity utilization would be high, particularly on the 22-Fillmore and 9-San Bruno. Recent proposals by the San Francisco Transportation Authority and MUNI for improved transit service in the Multimedia Gulch/SoMa area would alleviate some of the overcrowding and would improve access to regional transit as well as connections with other MUNI lines.

Upcoming plans by MUNI for improved service to the South of Market area will improve accessibility and will encourage and accommodate an increased transit mode share for the proposed project and

for the 350 Rhode Island Street Project. Since the project's contribution to future cumulative transit utilization would not result in any significant impacts, no transit improvements are recommended as mitigation for the project.

#### NOTES - Transportation/Circulation

<sup>1</sup> Information on transportation was based on the *16th/Rhode Island Transportation Study* by Wilbur Smith Associates, February 14, 2000. This report is on file in case report 99.410E and available for public review at the Planning Department, 1660 Mission Street, San Francisco.

<sup>2</sup> As noted in the Summary and Project Description Chapters, although the project would be designed for multimedia use, this use is not formally defined in the *San Francisco Planning Code*. It has not been determined whether the project would be classified as "office," "business service," or some other *Planning Code* Definition. This study assumes that "multimedia" uses are similar to "office" uses in their manner of employment and resulting intensity of activity. Based on available data regarding Macromedia, the assumptions are more conservative (i.e., greater number of vehicle trips) for office use than for multimedia use.

<sup>3</sup> The survey of Macromedia employees at the existing facilities at 600 Townsend Streets suggested that about 58 percent of employee trips would come to and from areas within San Francisco. The majority of the remaining trips would come from the East Bay, but a portion would come from the North Bay or outside the region. The difference between trip distribution assumptions based on Superdistrict 3 and this survey was evaluated by comparing overall results of intersection performance and found to be negligible.

<sup>4</sup> A parking turnover rate represents the number of vehicles, in a parking lot or garage, that occupies one parking space during the day (i.e., the number of times one parking space turns over throughout the day).

<sup>5</sup> The Macromedia survey indicated that parking demand would be lower, about 409 total parking spaces.

<sup>6</sup> The Macromedia survey suggests that demand would be about 409 spaces in which case the demand would be met on site.

<sup>7</sup> The Macromedia employee survey suggests that transit demand would be higher, about 131 new transit trips, however, the majority of these trips would utilize the Macromedia shuttles, and would not use the transit lines immediate to the project site. The impact assessment of these lines would therefore not be affected by the higher transit demand.

<sup>8</sup> There would be no shortfall if the parking demand projections were based on the Macromedia employee survey.

<sup>9</sup> *San Francisco Planning Department, Mission Bay Final Subsequent Environmental Impact Report*, Planning Department File No. 96.771E, State Clearinghouse No. 97092068, Certified September 17, 1998.

## D. GROWTH INDUCEMENT

A project would be considered growth inducing if its construction and use would encourage population increases and/or new development that might not occur if the project were not approved and implemented. The proposed project entails construction of a new building providing 314,000 square feet of space to house the headquarters and operations of a large San Francisco multimedia



on the project site by approximately 1,078 people.<sup>1</sup> Approximately 550 of these employees are currently employed at the proposed project occupant's existing facility in San Francisco on Townsend Street. Consequently, these employees would not represent additional population in San Francisco. As the firm grows and adds new employees, a substantial number of them would also be expected to already be Bay Area residents. Many of the new employees would be drawn from the existing regional labor pool. These people would likely already have housing in one of the many communities within commuting distance of San Francisco. However, some of the future employees of the proposed project could seek housing in San Francisco, adding to the existing demand for housing. This demand for housing is not in itself a significant environmental effect, yet the shortage of housing may lead to physical impacts if workers must commute great distances to their jobs. Commute patterns based on regional employment and housing projections have been assumed as part of the transportation analysis. The proposed project would not cause significant growth-inducing impacts.

---

NOTE - Growth Inducement

<sup>1</sup> This estimate is based on one employee per 276 square feet of occupied multimedia/office space (about 314,000 sq. ft.), plus maintenance, cleaning, and parking personnel, minus the 60 existing employees on the site who would be displaced.





---

## IV. MITIGATION MEASURES PROPOSED TO MINIMIZE SIGNIFICANT IMPACTS OF THE PROJECT

---

In the course of project planning and design, measures have been identified that would reduce or eliminate potentially significant environmental impacts of the proposed project. Some of these measures have been, or would be, voluntarily adopted by the project sponsor or project architects and contractors and are thus proposed. Implementation of some measures may be the responsibility of other agencies. Each mitigation measure and its status are discussed below.

Several items are required by law that would serve to mitigate impacts; they are summarized here for informational purposes, and may appear below. These measures include: no use of mirrored glass on the building in order to reduce glare, as per City Planning Commission Resolution 9212; limitation of construction-related noise levels, pursuant to the San Francisco Noise Ordinance (Article 29 of the San Francisco Police Code, 1972); implementation of geotechnical assessment and recommendation; and observance of State and Federal Occupational Safety and Health Administration requirements related to handling and disposal of hazardous materials.

State law requires that a reporting or monitoring program be adopted regarding mitigation measures that are made conditions of approval for any project that would otherwise have significant environmental impacts. As such, an alternative selected by the Planning Commission and proposed for approval will include a monitoring and/or reporting program to ensure compliance with all mitigation measures required as conditions of approval.

Measures not required by legislation but which would also serve to mitigate environmental impacts appear below. Mitigation measures preceded by an asterisk (\*) are from the Initial Study (see Appendix A).

### Measures Proposed as Part of the Project

#### A. CULTURAL RESOURCES

- Should evidence of archaeological resources of potential significance be encountered during site excavation and grading activities, the archaeologist shall immediately notify the Environmental Review Officer (ERO), and the project sponsor shall halt any activities which the archaeologist and the ERO jointly determine could damage such archaeological resources. Ground-disturbing activities which might damage archaeological resources shall be suspended for a total maximum of four weeks over the course of construction.

After notifying the ERO, the archaeologist shall prepare a written report to be submitted first and directly to the ERO, with a copy to the project sponsor, which shall contain an assessment of the potential significance of the archaeological finds and recommendations for what measures should be implemented to minimize potential effects on archaeological resources. Based on this

report, the ERO shall recommend specific additional mitigation measures to be implemented by the project sponsor. These additional mitigation measures might include a site security program; additional on-site investigations by the archaeologist; and/or documentation, preservation, and recovery of archival material.

Finally, the archaeologist shall prepare a report documenting the archaeological resources that were discovered; an evaluation as to their significance; and a description as to how any archaeological testing, exploration and/or recovery program was conducted.

Copies of all draft reports prepared according to this mitigation measure shall be sent first and directly to the ERO for review. Following approval by the ERO, copies of the final report shall be sent to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey, Northwest Information Center. Three copies of the final report shall be submitted to the Office of Major Environmental Analysis, accompanied by copies of transmittals documenting its distribution to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey Northwest Information Center.

## **B. CONSTRUCTION AIR QUALITY**

- The project sponsor shall require the construction contractor(s) to spray the project site with water during demolition, excavation, grading, and construction activities; spray unpaved construction areas with water at least twice per day; cover stockpiles of soil, sand, and other material; cover trucks hauling debris, soil, sand, or other such material; and sweep surrounding streets during these periods at least once per day to reduce particulate emissions. Ordinance 175-91, passed by the Board of Supervisors on May 6, 1991, requires that non-potable water be used for dust control activities. Therefore, the project sponsor shall require the construction contractor(s) to obtain reclaimed water from the Clean Water Program for this purpose.
- \* • The project sponsor shall require the project contractor(s) to maintain and operate construction equipment so as to minimize exhaust emissions of particulates and other pollutants, by such means as prohibiting idling motors when equipment is not in use or when trucks are waiting in queues, and implementing specific maintenance programs to reduce emissions for equipment that would be in frequent use for much of the construction period.

## **C. HAZARDS**

- \* • The project sponsor shall require the construction contractor(s) for the proposed project to water the site during excavation activities at least twice daily, or more frequently if necessary to prohibit visible dust emissions (which might indicate emission of non-visible dust), and take other steps to minimize dust generation during excavation, storage, and transport. If there are excavated materials containing over 1 percent friable asbestos, they would be treated as hazardous waste, and would be transported and disposed of in accordance with applicable State and federal regulations. These procedures are intended to mitigate any potential health risks related to chrysotile asbestos, which may or may not be located on the site.

## **Measures to Be Implemented by Other Agencies**

### **D. TRANSPORTATION**

- The parking along the north curb of 17<sup>th</sup> Street between Utah Street and Potrero Avenue could be prohibited during the P.M. peak hour. With implementation of this measure, the LOS operating conditions of the 17<sup>th</sup>/Potrero intersection could be improved from LOS F to LOS D with the project and projected future development.



---

---

## V. SIGNIFICANT ENVIRONMENTAL EFFECTS WHICH CANNOT BE AVOIDED IF THE PROPOSED PROJECT IS IMPLEMENTED

---

---

In accordance with Section 21100 )b)(2)(A) and 21100.1(a) of the California Environmental Quality Act (CEQA), and with Sections 15126.2(b) of the State CEQA Guidelines, the purpose of this chapter is to identify environmental impacts that could not be eliminated or reduced to an insignificant level by mitigation measures included as part of the project, or by other mitigation measures that could be implemented, as described in Chapter IV, Mitigation Measures, pages 63 and 64. This chapter is subject to final determination by the Planning Commission as part of its certification process for the EIR. The Final EIR will be revised, if necessary, to reflect the findings of the Commission.

Mitigation measures outlined in Chapter IV of this report would reduce all potentially significant project specific impacts to a less-than-significant level. The project sponsor has agreed to implement the mitigation measures under their control in an agreement dated June 1, 2000.<sup>1</sup>

The project sponsor has agreed to request implementation of traffic mitigation for the intersection of 17<sup>th</sup> Street and Potrero Avenue from the San Francisco Department of Parking and Traffic. If this mitigation has not been adopted at the time of project approval, the Planning Commission would be required to make a finding that the project would contribute to a significant environmental impact.

---

<sup>1</sup>This mitigation agreement form is available for public review at the San Francisco Planning Department, 1660 Mission Street, in Case File No. 99.410E.





---

---

## **VI. ALTERNATIVES TO THE PROJECT**

---

---

This chapter identifies alternatives to the proposed project, discusses environmental impacts associated with each alternative, and, where an alternative has been considered by the project sponsor in development of the project, gives the sponsor's reasons for rejection of the alternative in favor of the proposed project. Regardless of the sponsor's reasons for rejection, the Planning Commission could approve an alternative instead of the project if the decision makers believe the alternative would be more appropriate for the project site.

Analysis of alternatives at different sites for private projects is not required except in very limited circumstances. Whether property is owned or can reasonably be acquired by the project sponsor has a strong bearing on the feasibility of developing a project alternative. This EIR does not include an alternate site alternative because Ron Kaufman, the project sponsor, has no feasible alternative site available for the proposed project.

### **A. NO PROJECT ALTERNATIVE**

#### **Description**

This alternative would entail no change to the project site. Under the No-Project Alternative, the existing S&C Ford auto service and repair facility or a similar use of similar intensity would continue operations in the existing building at 450 Rhode Island Street.

#### **Impacts**

If the No Project Alternative were implemented, none of the impacts associated with the proposed project would occur. The environmental characteristics of this alternative would be generally as described in the Environmental Setting chapter of this report (see Chapter III and Appendix A, the Initial Study for a discussion of existing conditions). S&C Ford would continue its operations, and the traffic and parking effects generated by this use would continue. On the other hand, the increased traffic and parking demand that would be generated by the proposed project would not occur. The net result would be better traffic conditions under this alternative than under the proposed project.



The visual effects of this alternative would also be mixed in comparison with the proposed project. While the views of the City and Bay currently available from the public right-of-way at the southwest corner of the site would remain unobstructed, none of the visual enhancements associated with the project would occur. These enhancements include provision of about 37 street trees along the perimeter of the site, construction of a pocket park at the southwest corner of the site.

This alternative would not satisfy the sponsor's objectives of constructing a multimedia building to serve the business community in the Potrero Hill neighborhood of San Francisco.

## **B. REDUCED DEVELOPMENT ALTERNATIVE**

### **Description**

Under this alternative, a three-story building would be developed on the project site that would provide approximately 150,000 square feet of multimedia space and approximately 107,000 square feet of below-grade parking for about 300 cars. Similar to the proposed project, this alternative building would be stepped down the hillside on the site in order to preserve, to the maximum extent possible, the views available along Mariposa Street, particularly at the southwest end of the site. Like the proposed project, the massing of the building would be shifted downslope. However, the 40-foot height limit would be observed along the 17<sup>th</sup> Street façade, the highest point of the building. At the top of the site, along Mariposa Street, the maximum height would be 12 feet and the building would be set back from the lot line to minimize intrusion into the existing viewshed. This setback would be greatest at the southwest corner of the site where, similar to the proposed project, a pocket park would be constructed that would both provide a desirable amenity to employees and the community, and further serve to preserve the panoramic view of the City and San Francisco Bay currently visible from this location.

Under the Reduced Development Alternative, roughly half the occupiable space of the proposed project would be provided. The building would provide work space for approximately 450 multimedia employees. The 300 parking spaces would comply with *Planning Code* requirements.

### **Impacts**

Most of the potential impacts identified for the proposed project would occur with the Reduced Development Alternative, but at a reduced level. This alternative would still remove an existing light industrial facility and replace it with a multimedia facility. Thus, the change in land use would be the same, but the size and resultant population density of this alternative would be approximately half that of the proposed project. The estimated on-site population would be about 465 people, including building security, maintenance, and parking staff.

The reduced employee population would translate to fewer vehicle trips, both daily and P.M. peak-hour trips, reduced transit demand, and reduced parking demand. The Reduced Development Alternative would generate approximately 1,199 daily vehicle-trips and 123 peak-hour vehicle trips, which would be somewhat less than half of those generated by the proposed project. This reduction in vehicle-trips could result in a tangible reduction in vehicle delays at the local intersections as compared to the project, particularly along 17<sup>th</sup> Street. For some intersection approaches, the Levels of Service could be higher than under the proposed project. However, neither the project nor this alternative would result in project-specific significant impacts on traffic flow.

Generation of transit trips by this alternative would be about 287 daily trips and 31 P.M. peak-hour trips, as compared to 600 trips and 65 trips, respectively, for the proposed project. Visitor and employee parking demand would be similarly reduced. Short-term (i.e., visitor) daily parking demand would be for 58 parking spaces (compared to 122 for the project), while long-term (employee) parking demand would be for 257 parking spaces (compared to 514 for the project). Consequently, the shortfall of provided parking relative to demand under this alternative would be reduced in comparison to the proposed project. The proposed project would have a parking demand for 71 spaces in excess of those provided, while the Reduced Development Alternative would have a shortfall of just 15 spaces.

Due to an increase in traffic, this alternative would cause increased emissions of reactive organic gases, nitrogen oxides, particulates and carbon monoxide in the region, though these increases would be approximately half the increases that would be generated by the project. The increases would be insignificant relative to total regional emissions of these pollutants, and would be well below the Bay Area Air Quality Management District's thresholds of significance. The public services demand and energy consumption under this alternative would be roughly half that of the proposed project because the population generating the demand would be about half that of the project. However, project effects related to geology, hydrology, and potential subsurface cultural resources would be comparable to those of the project.

Due to the reduction in building height along Mariposa Street and the upper portion of the site, the visual impacts of the Reduced Development Alternative would be substantially reduced as compared to the proposed project. Both public and private views that would be blocked or partially blocked under the project would be largely preserved under this alternative. However, some view blockages would still occur. To pedestrians passing the site frontage on Mariposa Street, the obstruction of views to the north would be essentially the same as under the proposed project.

Construction impacts of this alternative would be similar to those of the proposed project, though somewhat reduced in duration.

This alternative would not meet the project sponsor's objectives because the reduced multimedia space would not enable the project sponsor to construct an economically viable facility. In addition, the reduced building size would not meet the needs of the provisional multimedia tenant the project sponsor has lined up to occupy the building.



---

---

## VII. EIR AUTHORS

---

---

### EIR AUTHORS

Planning Department, City and County of San Francisco  
Major Environmental Analysis  
1660 Mission Street  
San Francisco, CA 94103

Environmental Review Officer: Hillary E. Gitelman  
EIR Supervisor: Paul Deutsch  
EIR Coordinator: Darwin Helmuth

### EIR CONSULTANTS

#### **During Associates**

120 Montgomery Street, Suite 2290  
San Francisco, CA 94104  
Stu During, Project Manager  
Doug Herring  
Lynne LeRoy

#### **Archeo-Tec (Cultural Resources)**

5283 Broadway  
Oakland, CA 94618  
Allen Pastron, Ph.D.

#### **Clement Designs (Graphics Design)**

358 Third Avenue, Suite 100  
San Francisco, CA 94118  
Kathy Clement  
Hanna Norman

#### **Square One Productions (Photomontage)**

1736 Stockton Street  
Studio 7  
San Francisco, CA 94133  
Hartmut H. Gerdes, Principal

**ENVIRONMENTAL CONSULTANTS** *(continued)*

**Wilbur Smith Associates** (Transportation)

1145 Market Street, 10th Floor

San Francisco, CA 94103

Luba C. Wyznyckyj

Amy Marshall

Timothy Erney

**Don Ballanti** (Wind Studies/Air Quality)

Certified Meteorologist

1424 Scott Street

El Cerrito, CA 94530

**PROJECT SPONSOR**

450 Rhode Island LLC

55 Francisco Street

Suite 800

San Francisco, CA 94133

Ron Kaufman

**PROJECT ARCHITECT**

Studios Architecture

99 Green Street

San Francisco, CA 94111

Charles Dillworth, Principal

Cliff Peterson

**PROJECT ATTORNEYS**

Reuben & Alter, LLP

235 Pine Street

Suite 1600

San Francisco, CA 94104

James Reuben

Andrew Junius

**ORGANIZATIONS AND PERSONS CONSULTED**

**City and County of San Francisco**

**Planning Department**

Tim Blomgren, Planner

Bill Wycko, Planner

**Municipal Railway**

James Lowe

**Department of Parking and Traffic**

Jerry Robbins, Planner

---

---

## VIII. APPENDICES

---

---

- A. Initial Study
- B. Level of Service Definitions
- C. Distribution List





**NOTICE THAT AN  
ENVIRONMENTAL IMPACT REPORT  
IS DETERMINED TO BE REQUIRED**

**Date of this Notice:** January 22, 2000

**Lead Agency:** San Francisco Planning Department  
1660 Mission Street  
San Francisco, California 94103-2414

**Agency Contact Person:** Darwin Helmuth

**Telephone:** (415) 558-6679

**Project Title:** 99.410E: 450 Rhode Island Street Multimedia Project

**Project Sponsor:** 450 Rhode Island LLC

**Project Contact Person:** Ron Kaufman

**Telephone:** (415) 982-5702

**Project Address:** 450 Rhode Island Street/1901 17th Street

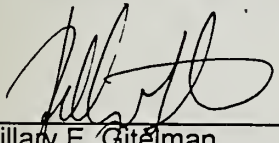
**Assessor's Block and Lot:** Block 3978, Lot 001

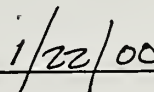
**City and County:** San Francisco

**Project Description:** The proposed project would construct a four-story building ranging in height from 18 to 49 feet and containing up to 314,000 square feet of multimedia space. The project would include the demolition of the existing one-story steel frame building. The proposed building would have six floor plates that would step up the north slope of Potrero Hill. A parking garage would occupy two below-grade levels and approximately two-thirds of the first floor, providing a total of approximately 567 self-park spaces. Parking garage access would be from Kansas Street and Rhode Island Street, with freight loading/unloading access on Rhode Island Street. The main pedestrian access would be from 17<sup>th</sup> Street, with secondary pedestrian access from Mariposa Street. The building would occupy about 98 percent of the lot. The project site is located on Lot 001 of Assessor's Block 3978, and is bounded by 17<sup>th</sup> Street on the north, Rhode Island Street on the east, Mariposa Street on the south, and Kansas Street on the west. The project site is within the M-1 (Light Industrial) Zoning District, the new Industrial Protection Zone (IPZ), and in a 40-X Height and Bulk District. The project requires Conditional Use authorization as a Planned Unit Development (including modification of the method for measuring height), and demolition of an industrial building in an IPZ.

**THIS PROJECT MAY HAVE A SIGNIFICANT EFFECT ON THE ENVIRONMENT AND AN ENVIRONMENTAL IMPACT REPORT IS REQUIRED.** This determination is based upon the criteria of the State CEQA Guidelines, Section 15063 (Initial Study), 15064 (Determining Significant Effect), and 15065 (Mandatory Findings of Significance), and the following reasons, as documented in the Environmental Evaluation (Initial Study) for the project, which is attached.

**Deadline for Filing of an Appeal of this Determination to the Planning Commission:** February 22, 2000. An appeal requires: (1) a letter specifying the grounds for the appeal, and (2) a \$209.00 filing fee. The public is invited to comment on the scope of the EIR. **Deadline for providing input on the scope and content of the EIR:** February 22, 2000.

  
\_\_\_\_\_  
Hillary E. Gitelman  
Environmental Review Officer

  
\_\_\_\_\_  
Date

## PROJECT DESCRIPTION

The proposed project would entail construction of a four-story building containing up to 314,000 square feet at 450 Rhode Island Street, on the block bounded by Rhode Island, 17th, Kansas, and Mariposa Streets (Figure 1, page 3). The proposed building would be the new headquarters for Macromedia, Inc., a San Francisco-based multimedia company that develops, markets, and supports Internet software and services.<sup>1</sup> The project site is on Assessor's Block 3978, Lot 1, which currently contains an 85,000-square-foot building occupied by S & C Ford's auto service center. The existing building would be demolished, and S & C Ford would relocate elsewhere in San Francisco.

Macromedia would move its headquarters and main facility currently located at 600 Townsend Street to the new facility upon completion. Macromedia currently employs approximately 450 people at its main Townsend Street facility; employment at the new facility may reach about 1,100 employees. Because its business is technology-intensive, Macromedia's new facility must include a number of technological enhancements not found in ordinary buildings, including the availability of high-speed data lines throughout the facility, large temperature-controlled server rooms to house computer equipment, and battery power and diesel generator back-up systems.

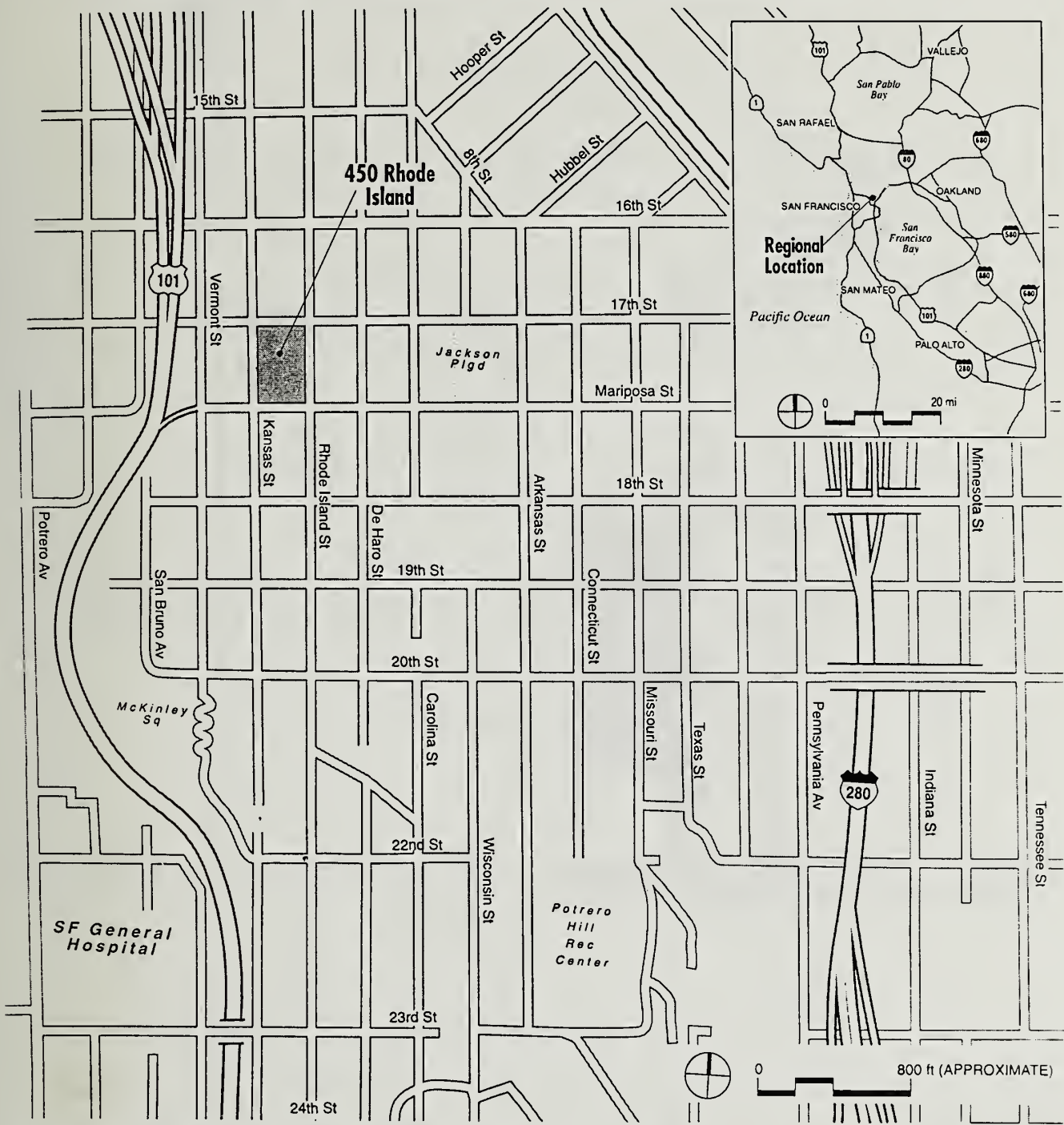
The proposed building would have six floor plates that would step up the north slope of Potrero Hill (Figures 2 to 10, pages 4 to 12). The height of the building would vary, from about 49½ feet at the corner of 17<sup>th</sup> Street and Rhode Island Street to about 16½ feet at the corner of Kansas Street and Mariposa Street. The fourth, fifth, and sixth levels would be set back from 17<sup>th</sup> Street, which would provide view terraces for employee use. The massing of the building would consist of off-set floors with contrasting materials and colors, punctuated by light wells to temper the appearance of the large floor plates. A small publicly-accessible pocket park would be provided on the southwest corner of the site, at the intersection of Mariposa and Kansas Streets.

Two below-grade parking levels, approximately two-thirds of the first floor on the south side, and about one-quarter of the second floor on the west side, would provide approximately 567 self-park spaces (about 215,000 sq. ft.). Access into and out of the garage would be provided via driveways and ramps on the Rhode Island Street second level and on the Kansas Street third level. The main pedestrian entrance would be on 17<sup>th</sup> Street, with a secondary entrance provided on Mariposa Street. Two loading docks would be located on Rhode Island Street at the second level.

---

<sup>1</sup> Although the project would be designed for multimedia use, this use is not formally defined in the *San Francisco Planning Code*, and there is some uncertainty whether the proposed project would be classified as "office", "business service", or some other *Planning Code* Definition. This study assumes that "multimedia" uses are similar to "office" uses in their manner of employment and resulting intensity of activity. The assumptions may be more conservative in the analysis of potential environmental impacts for office use than for actual multimedia use.

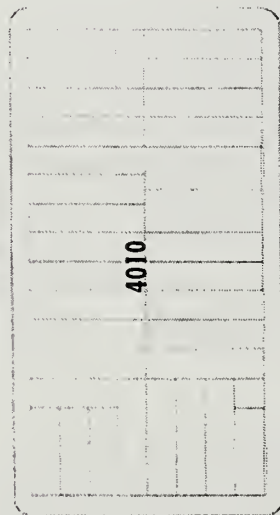




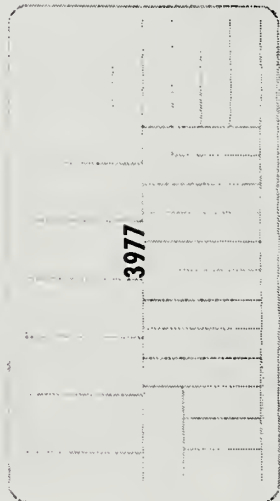
Source: During Associates

**PROJECT LOCATION FIGURE 1**

Vermont Street



4010



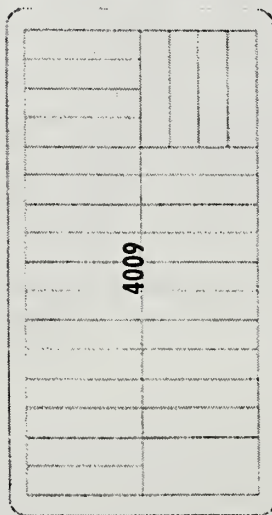
3977



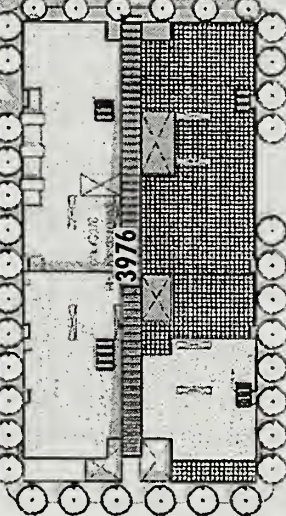
3958

16th Street

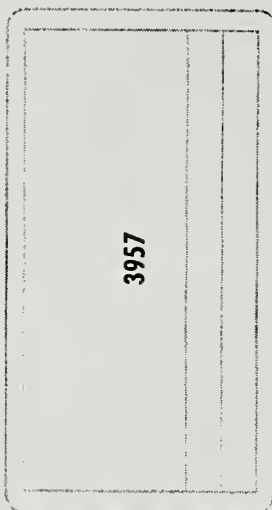
Kansas Street



4009

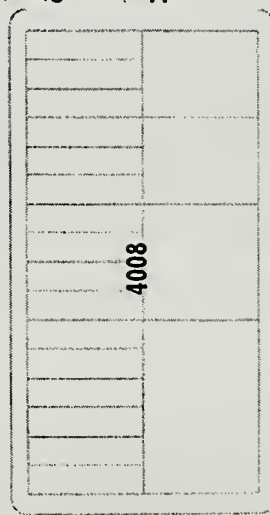


3976

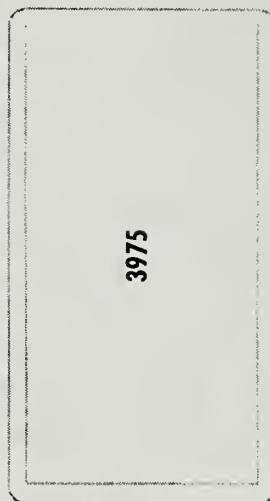


3957

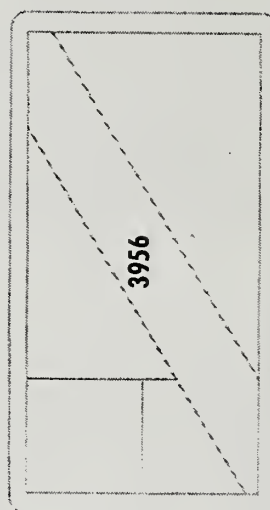
Mariposa Street



4008



3975

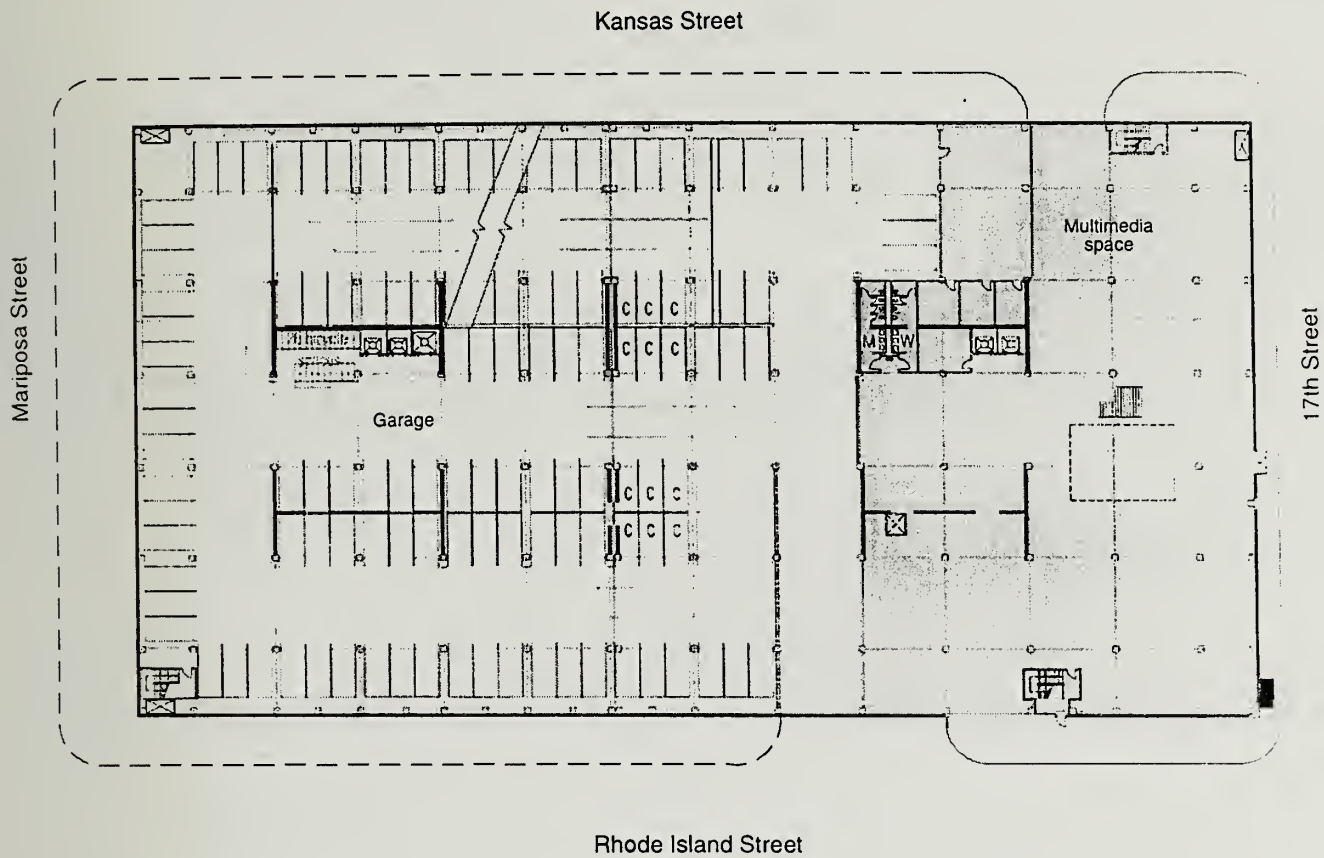


3956

De Haro Street

Source: Studios Architecture

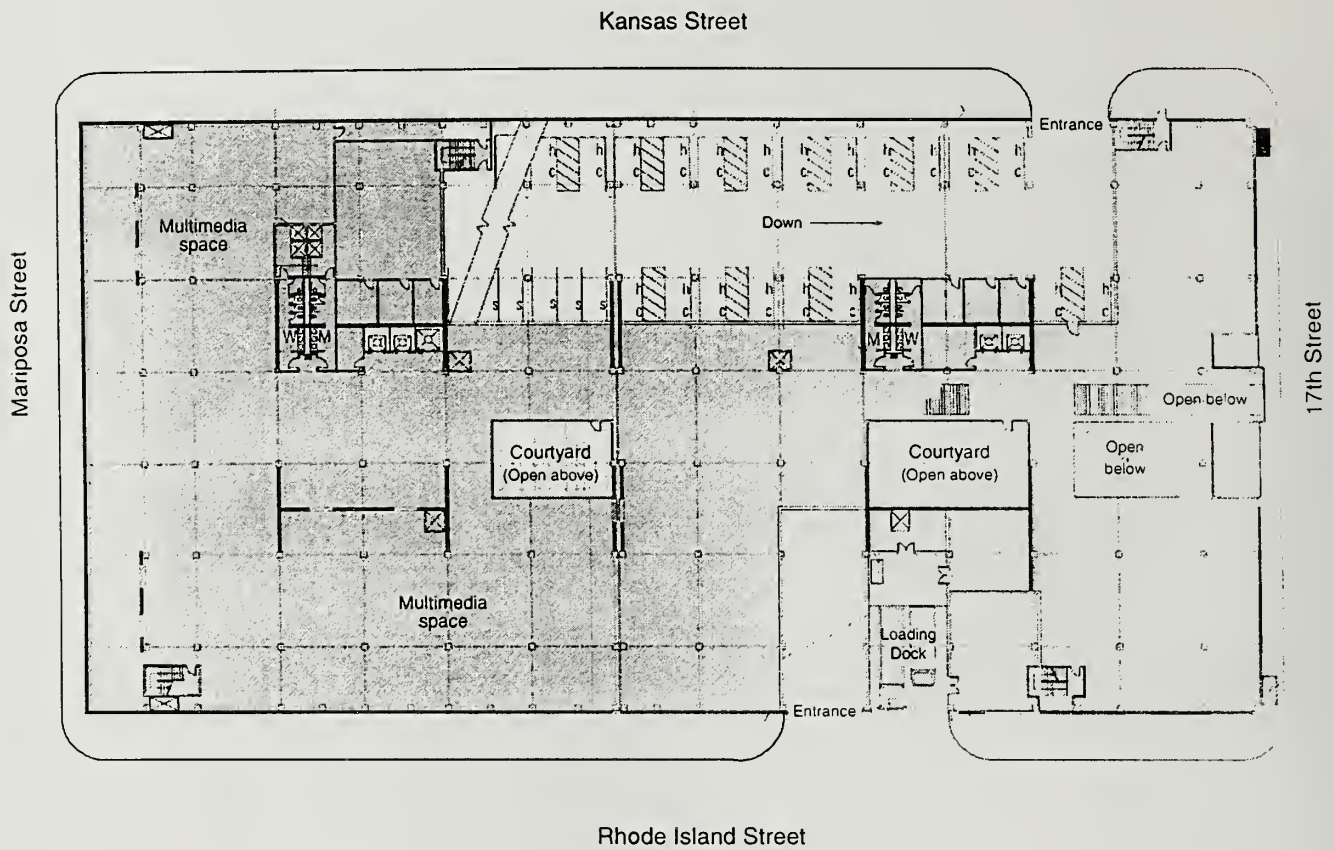
SITE PLAN FIGURE 2



Source: Studios Architecture

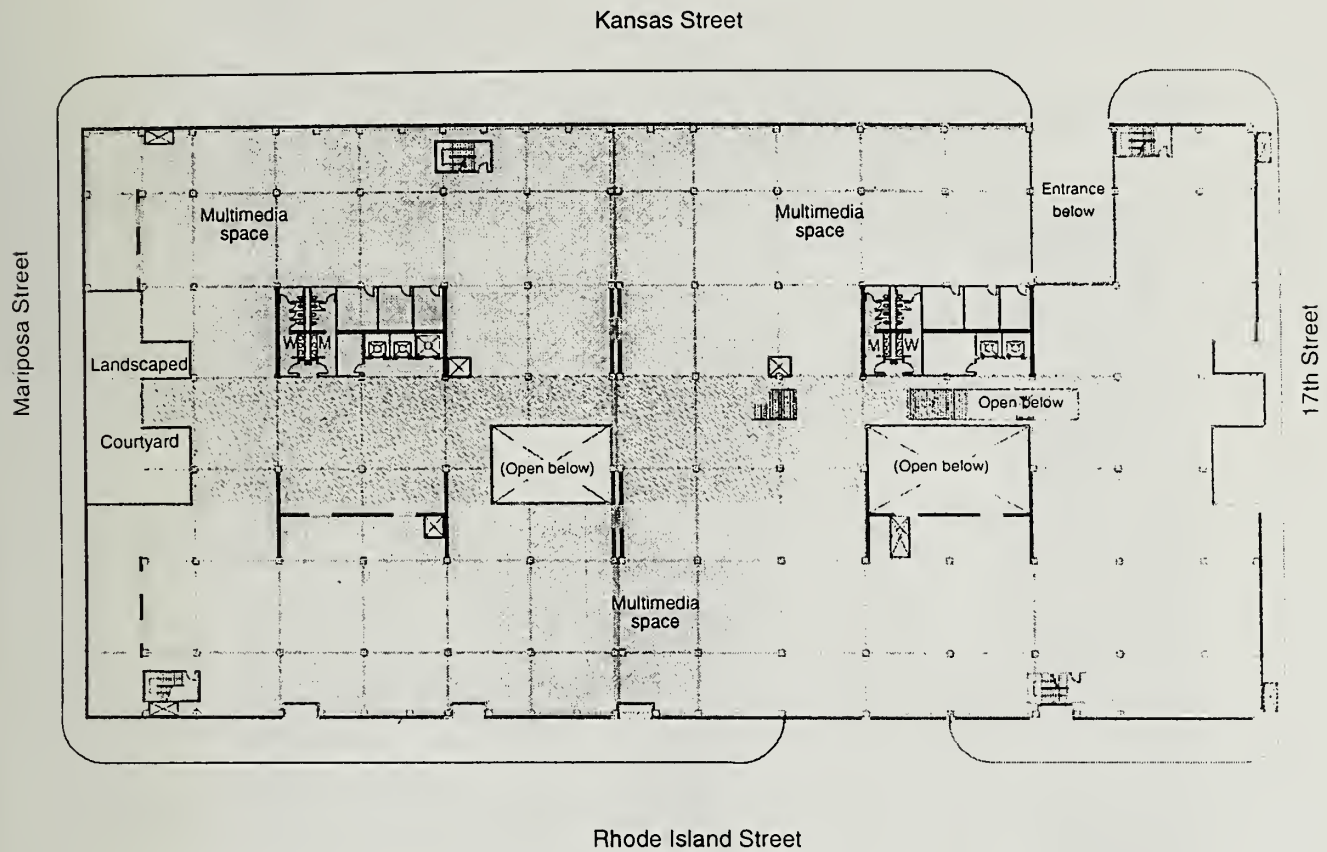
**1ST FLOOR PLAN    FIGURE 3**





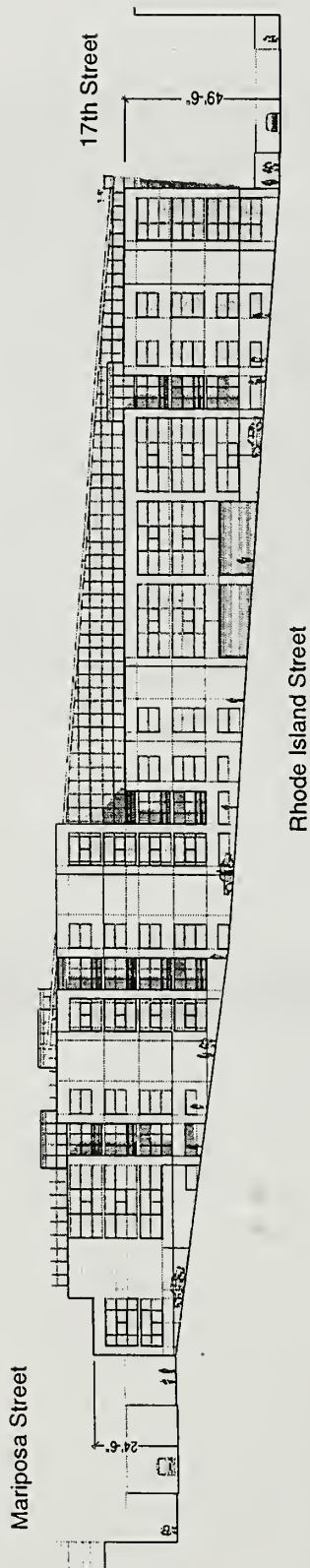
Source: Studios Architecture

**2ND FLOOR PLAN** **FIGURE 4**

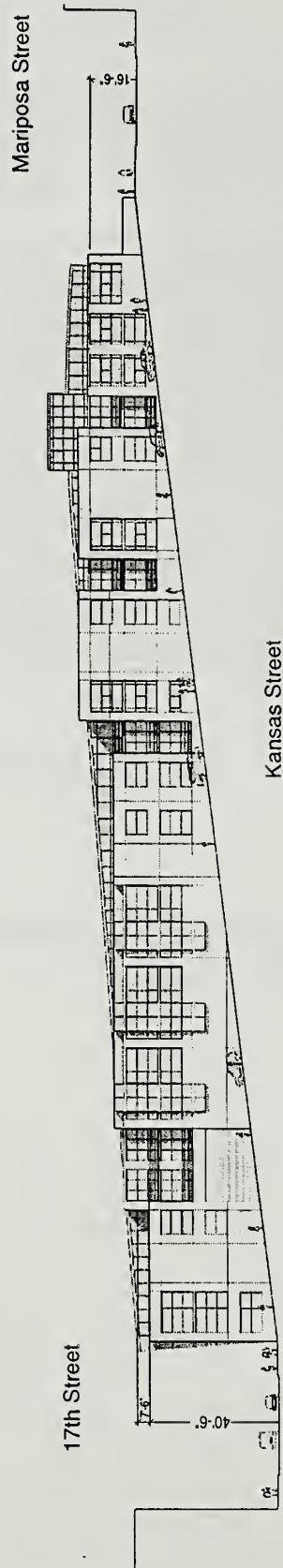


Source: Studios Architecture

**3RD FLOOR PLAN** **FIGURE 5**



Rhode Island Street Elevation



Kansas Street Elevation

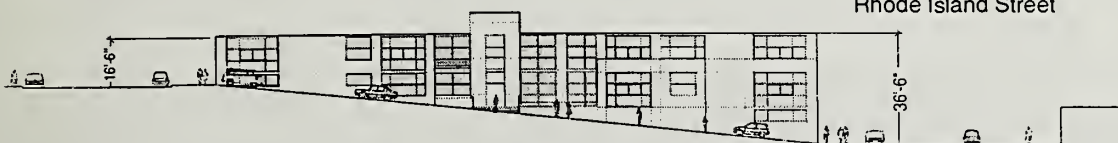
Source: Studios Architecture

RHODE ISLAND AND KANSAS STREET ELEVATIONS FIGURE 6



Kansas Street

Rhode Island Street

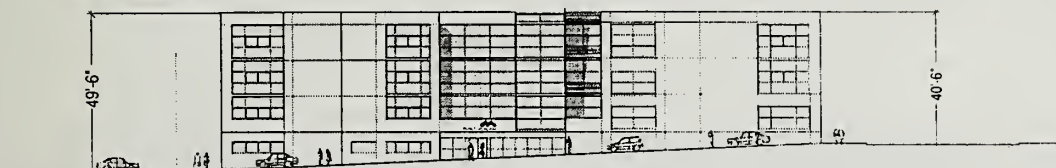


Mariposa Street

Mariposa Street Elevation

Rhode Island Street

Kansas Street

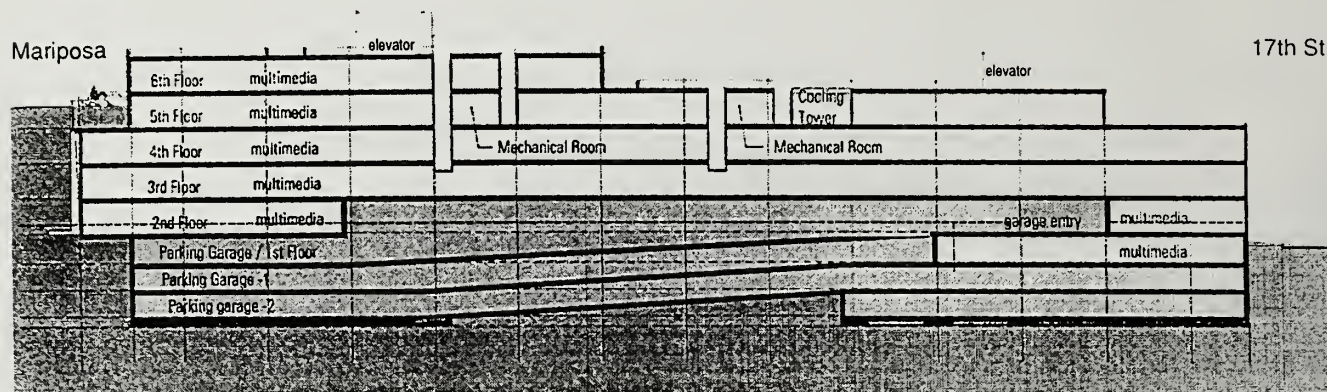


17th Street

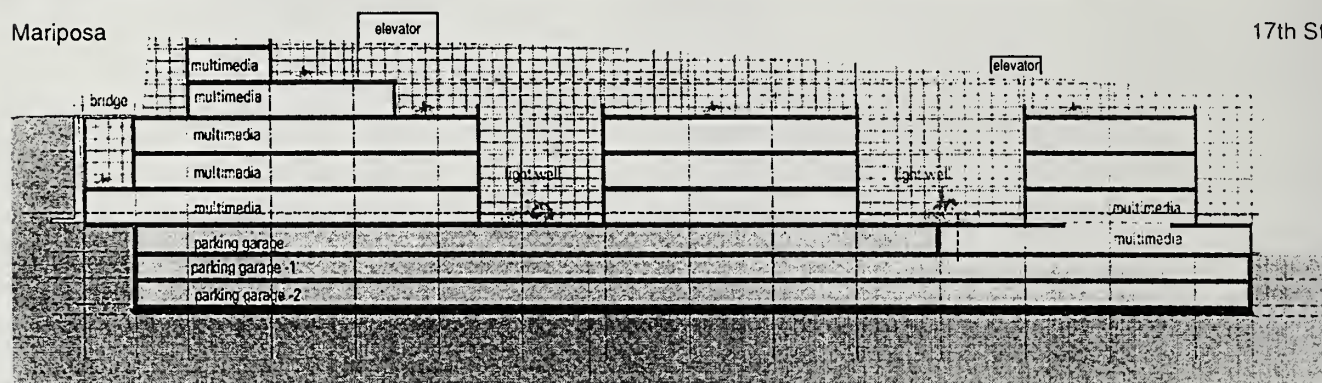
17th Street Elevation

Source: Studios Architecture

## MARIPOSA AND 17th STREET ELEVATIONS FIGURE 7



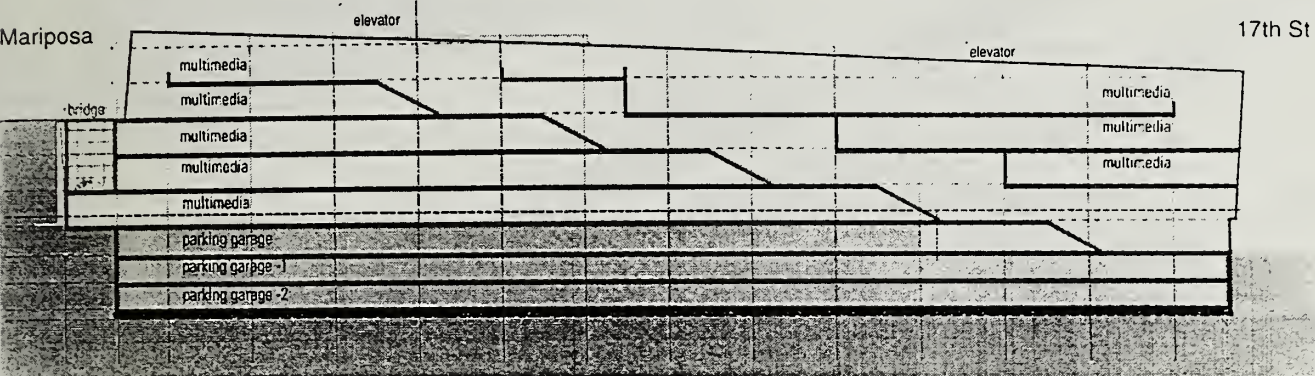
West Center Section



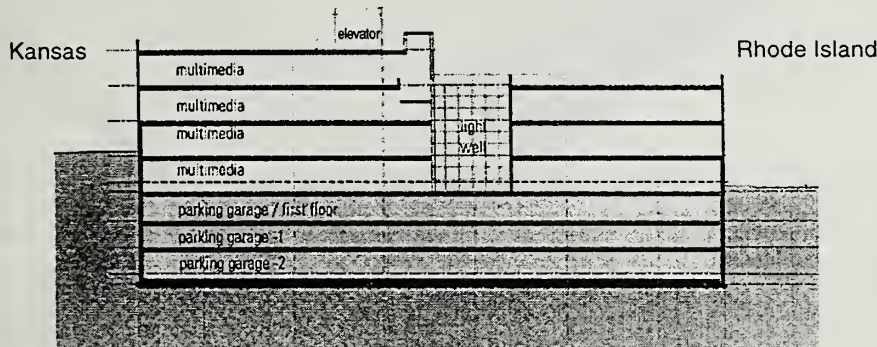
East Center Section

Source: Studios Architecture

## PROJECT SECTIONS FIGURE 8



Center of Building, South-North Section

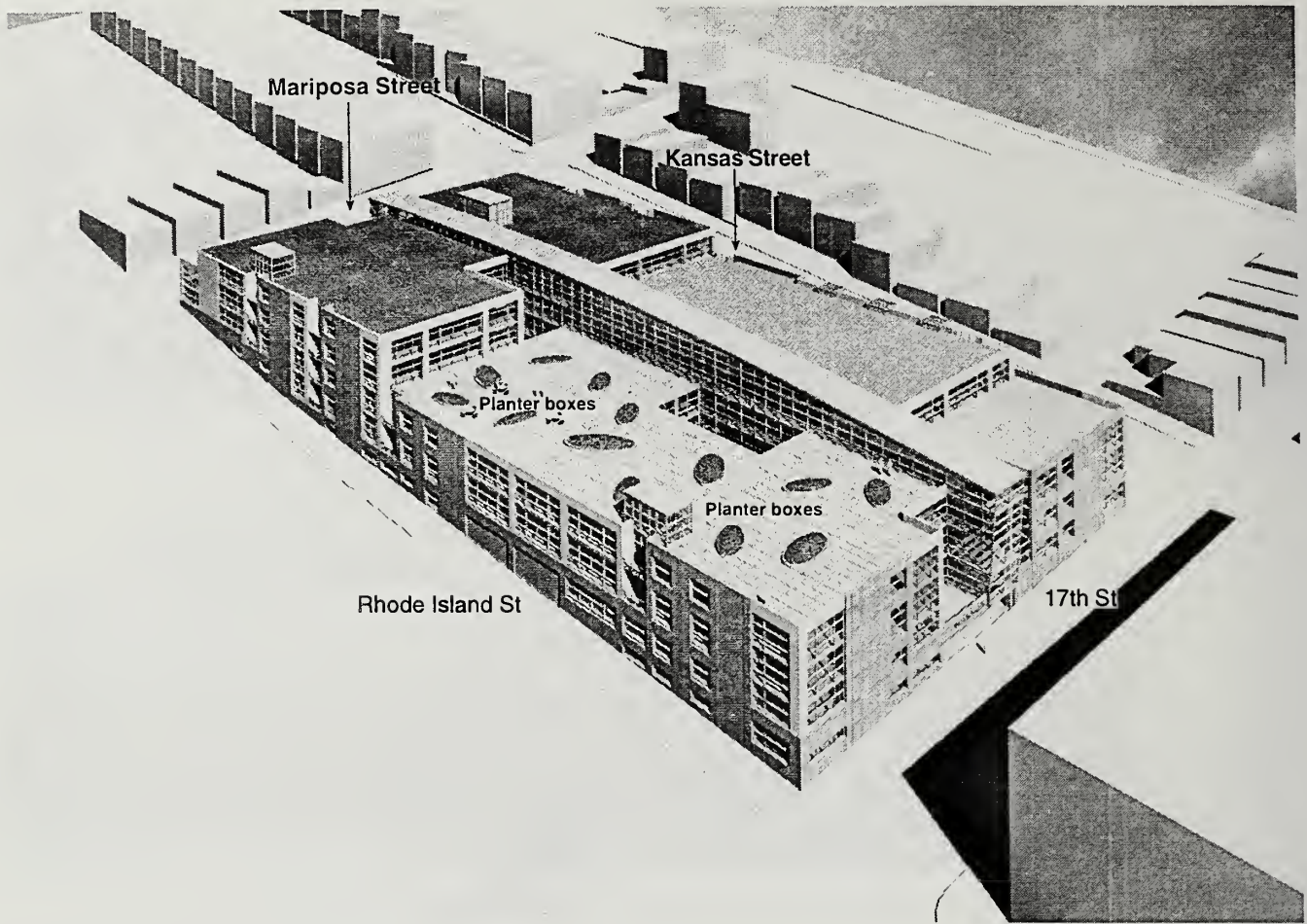


Center of Building, East-West Section

Source: Studios Architecture

PROJECT SECTIONS    FIGURE 9





Source: Studios Architecture

**PROJECT PERSPECTIVE    FIGURE 10**

The project site is in the South of Market Planning District and Potrero Hill Neighborhood. It is zoned M-1 (Light Industrial) and 40-X for Height and Bulk. The allowable floor area ratio (FAR) in this district is 5:1. Project construction would take about 18 months. The project construction cost is estimated at \$30 million (including demolition, excavation, foundation, erection, and exterior). The project sponsor is Ron Kaufman, and the project architect is STUDIOS Architecture.

## PROJECT SETTING

The project site is on the south edge of a commercial/industrial neighborhood dominated by home furnishings and interiors businesses and interspersed with various industrial, retail, multimedia and office uses. While a majority of buildings in the area are two stories in height, buildings of three to six stories are located throughout the area. The area to the north of the project site is generally known as Showplace Square, and is dominated by showrooms for furniture, fabrics, rugs, lighting, accessories, and a variety of other home furnishings and design materials. The area south of the site is predominantly residential, mostly two- and three-story single-family residences.

The block immediately north of the project site is occupied by a large vacant two-story metal warehouse that formerly housed a solid waste recycling and transfer station, which has relocated several blocks to the northeast. An application to develop this site with a four-story office or multimedia building is currently pending before the City (see *350 Rhode Island Street Office Building Draft EIR*, Case Number 98.714E). The block immediately west of that block (northwesterly from the proposed project site) has one- and two-story buildings containing furniture and home furnishings stores. In addition, studios for a design company, an auto body shop, and the J. David Gladstone Institutes (disease research) are located in this block. The block to the west of the project site contains a few furniture stores, a Chinese restaurant, the Middendorf Breath Institute, the Breath Center of San Francisco, and a private restaurant. Single-family residences line the east side of this block, along Kansas Street, and a mixture of single-family homes and duplexes line most of the west side of the block, along Vermont Street. Four single-family residences are located on the west side of this stretch of Vermont Street, beyond which U.S. 101 curves to the southwest.

Most of the block to the east of the project site is taken up by an approximately 40-foot-high, concrete, two-story glass office building, with approximately 25 mixed-use office tenants and a large retail furniture store. A large fenced garden is located behind the building. A teddy bear factory is also located in this block. To the north of this block are a variety of mixed commercial uses, including a plumbing repair company, auto repair shop, and a three-story cement block building with nine office tenants, a furniture store, and a dance school studio. The block also has a three-story live-work building, a large vacant lot, and a one-story metal building housing two restaurants, a bakery/café, art gallery, night club, and an office.

All of the blocks to the south of the project are predominantly occupied by single-family residential homes. In addition, the St. Gregory's Episcopal Church is on the southwest corner of Mariposa and DeHaro Streets



and the two-story Slovenian Hall is on the southwest corner of Mariposa and Vermont Streets. Showplace Square, the San Francisco Design Center, the Design Pavilion, Beacon Hill Showrooms, and other large buildings or building complexes housing showrooms for home furnishings, antiques, and home accessories are located approximately two blocks north of the project site, along with numerous smaller home furnishings businesses.

## II. SUMMARY OF POTENTIAL ENVIRONMENTAL EFFECTS

### A. EFFECTS FOUND TO BE POTENTIALLY SIGNIFICANT

The 450 Rhode Island Street Project is examined in this Initial Study to identify potential effects on the environment. On the basis of this study, project-specific effects that relate to transportation have been determined to be potentially significant, and will be analyzed in an Environmental Impact Report (EIR). In addition, the EIR will provide additional discussion of land use and the project's visual quality/urban design for informational purposes, although both are determined in this Initial Study to be less-than-significant impacts.

### B. EFFECTS FOUND NOT TO BE SIGNIFICANT

The following potential environmental effects were determined either to be less than significant or to be reduced to a less than significant level through mitigation measures included in the Initial Study and project. These items are discussed in Section III below, and require no further environmental analysis in the EIR:

*Land Use:* The proposed project would convert an existing light industrial building to multimedia/business services and parking uses. The site has been fully developed with urban uses for many decades and the proposed uses would be compatible with the existing residential, commercial, industrial, and office uses in the project vicinity. For informational purposes, the EIR will discuss land use.

*Glare:* The new or altered buildings would not contain mirrored glass. Exterior lighting would be directed or shielded to prevent glare on adjacent properties and streets.

*Population:* After project completion, it is estimated that the daily population on the project site would increase by about 1,100 people. While this increase in local population would be noticeable to immediately adjacent neighbors, the increase would be small relative to the existing population of the concentrated commercial and residential uses in the project area.

*Noise:* During project construction, the increase in noise in the project area would be temporary and intermittent and the City would require compliance with the *Noise Ordinance* relative to noise from construction equipment and hours of activity. The increase in noise in the project area from construction and occupancy of the proposed project would not be considered a significant impact of the project because the noise is common and generally accepted in urban areas, the City would require compliance with the *Noise*



*Ordinance*, and the traffic generated by the project would not cause a significant increase in ambient noise levels.

*Air Quality and Wind:* To reduce dust emissions during project construction to a less than significant level, the project sponsor would implement a mitigation measure that calls for dust control through watering the project site, covering stockpiles of materials, and sweeping surrounding streets. Based on calculations of the estimated carbon monoxide concentrations at selected local intersections from the average daily traffic generated by the proposed project, the project would have a less than significant impact on local carbon monoxide concentrations. Based on calculations of the emissions of air pollutants from the average daily traffic generated by the project, the project would have a less than significant impact on regional air quality.

*Shadow:* Based on a shadow fan analysis, the proposed project would not shade public areas subject to Section 295 of the *Planning Code*. A limited number of private parcels would be affected by shading from the project. The net new shading of these parcels would be limited in scope and would not increase the total amount of shading above levels which are common and generally accepted in urban areas.

*Utilities/Public Services:* The project would increase the demand for public utilities and services, but not in excess of amounts expected and provided for in the project area.

*Biology:* The project site is entirely covered by impervious surfaces. As no vegetation or wildlife habitat exists on the site, the additional development on the site under the proposed project would not affect any plant or animal habitats or interfere with the movement of any resident or migratory animal species.

*Geology/Topography:* Potential damage to structures from geologic hazards on the project site and dewatering during project construction would be reduced to a less than significant level through the Department of Building Inspection review of the building permit application and requirement for a geotechnical report that assesses the nature and severity of hazards on the site and recommends project design and construction features that would reduce the hazards, and the Department of Public Works requirement for monitoring potential earth settlement and subsidence during dewatering.

*Water:* The proposed project would not alter the drainage pattern on the project site, and stormwater runoff from the site would drain into the City's combined sanitary and storm drain sewer system. Stormwater runoff from upstream of the site would be collected along Mariposa Street and conveyed along the perimeter and under the site in a drainage channel that would discharge into the City storm drain system along 17th Street. Potential degradation of groundwater quality as a result of dewatering during project construction would be mitigated through the Department of Public Works requirement for retention in a holding tank of groundwater pumped from the project site, and analysis of the quality of this groundwater before it is discharged to the sewer system.

**Hazards:** A Phase I Environmental Site Assessment of the soil and groundwater conditions on the project site showed non-detectable concentrations of petroleum hydrocarbons and other hazardous materials. Nine underground storage tanks and 16 cubic yards of contaminated soil around the tanks were removed from the site. The City issued a closure letter indicating that no further remedial action was required.<sup>1</sup> No further soil sampling or remediation is required by the City Department of Public Health. The project sponsor, however, will provide site monitoring during demolition and ground disturbing activities to determine if any additional soil contamination exists and to protect construction workers and the public. If additional soil contamination were discovered, removal/remediation of contaminated soils will be conducted in accordance with local, state and federal regulations. Limited amounts of asbestos were identified in portions of the project building, and lead-based paint is presumed to be present. Removal of asbestos and lead are subject to local, state, and federal regulations, and will be conducted in accordance with those regulations. The approximately 92,000 cubic yards of soil would be excavated and deposited in a landfill in accordance with local, state and federal regulations.

**Cultural Resources:** The project area was a center of heavy industrial activity from the end of the first decade of the 20th century. The topography was altered between the early 1870's and the mid- to late 1880's, when the area was graded and filled to bring ground elevations into conformance with established City standards. There is very limited potential for subsurface prehistoric/protohistoric or historic cultural resources of significance to exist within the confines of the project site. However, if archaeological resources are encountered during project construction, the project sponsor would suspend construction activity until the archaeological resources are assessed and recommendations made and implemented for minimizing impacts to the resources. Cultural resources will not be discussed further in the EIR.

---

#### NOTES - Effects Found Not to be Significant

1. City and County of San Francisco, Department of Public Health, Environmental Health Management, letter from Albert Lee, Senior Environmental Health Inspector, to Rick England, Lick Wilmerding High School, February 26, 1998. This letter is available for public review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.

### III. ENVIRONMENTAL EVALUATION CHECKLIST AND DISCUSSION

#### A. COMPATIBILITY WITH ZONING, PLANS AND POLICIES

N/A      Discussed

1. Discuss any variances, special authorizations, changes proposed to the City Planning Code or Zoning Map, if applicable.
2. Discuss any conflicts with any other adopted environmental plans and goals of the City or Region, if applicable.

<input type="checkbox"/>	<input checked="" type="checkbox"/>
<input type="checkbox"/>	<input checked="" type="checkbox"/>

The *San Francisco Planning Code*, which incorporates by reference the City's Zoning Maps, governs permitted uses, densities, and the configuration of buildings within San Francisco. Permits to construct new



buildings (or to alter or demolish existing ones) may not be issued unless either the proposed project conforms to the *Code*, or an exception is granted pursuant to provisions of the *Code*. The project would require Conditional Use authorization from the City Planning Commission for demolition of an existing industrial building located within the new Industrial Protection Zone (IPZ). Planning Commission approval is also required for a Planned Unit Development (PUD), pursuant to Section 304 of the *City Planning Code*. Consideration of a project as a PUD is permitted for sites greater than one-half acre in size. Planned Unit Developments require Conditional Use authorization from the City Planning Commission, including a public hearing, pursuant to Section 303 of the *City Planning Code*. A public hearing would be required as part of the review by the Planning Commission.

The project site is located in an M-1 (Light Industrial) District in San Francisco and a 40-X Height and Bulk District. The M-1 District is one of two types of districts providing land for industrial development. M-1 districts are more suitable for smaller industries dependent upon truck transportation. Most industries are permitted in M-1 districts unless they possess particularly noxious characteristics. The permitted industries have certain requirements as to enclosure, screening, and minimum distance from residential districts. Although it is not formally defined in the *San Francisco Planning Code*, multimedia use is permitted in the M-1 district when classified as "business service" or as office. The actual classification of "multimedia" is a Planning Department policy issue which extends beyond the current project and will likely be the subject of legislation amending the *Planning Code*. The proposed project would comply with the zoning regulations for the site and would not require a zoning change.

On August 5, 1999, the Planning Commission imposed interim zoning controls to protect and promote industrial land uses in some areas of the City for a period of 15 months or the adoption of permanent controls, whichever occurs earlier. Resolution No. 14825 established two separate areas of interim zoning within lands currently zoned for industrial use. One area is designated as a new Industrial Protection Zone (IPZ) where demolition of industrial buildings is not permitted without Conditional Use authorization from the Planning Commission and new residential uses are prohibited. The other area was designated as a Mixed Use Housing Zone, in which mixed-use development and new housing development that does not adversely affect production, distribution, and repair businesses in the adjacent IPZ are encouraged. New housing development on lots abutting or across the street from the IPZ require Conditional Use authorization.

The proposed project is within the new IPZ. The interim controls call for Conditional Use authorization under Planning Code Section 303 when projects in the IPZ include demolition of industrial structures. Therefore, because the existing building would be demolished, the Planning Commission will consider the project proposal under the provisions of the interim zoning controls as well as those of Sections 303 of the *Planning Code*.

Conditional use authorization would also be required for a Planned Unit Development (PUD) to seek modification of the method of measuring height. The project site is in a 40-foot Height and Bulk District. Each of the four streets that surround the site is sloped, with the most severe incline along Kansas Street which



risers from an elevation of 25 feet at the corner of Kansas and Seventeenth Streets, to an elevation of 73 feet at the corner of Kansas and Mariposa Streets. Since these site conditions make height measurements for this project somewhat difficult (e.g. under *Planning Code* Section 102.12(b), the buildings' height along both the Rhode Island and Kansas Streets' elevations, must be measured in 65 foot increments with the maximum height of the building measured at the midpoint of 65-foot interval), the project sponsor, in response to community concerns about the height of the proposed project, proposes under a PUD an alternative means of measuring height that would permit a slightly taller building to be built on the 17<sup>th</sup> Street side of the project while reducing the maximum height for the Mariposa Street/Kansas Street side of the project. The project sponsor has reconfigured the height, massing and project design several times in an attempt to address community concerns regarding project height.

Environmental plans and policies are those, like the Bay Area *Air Quality Plan*, which directly address physical environmental issues and/or contain targets or standards which must be met in order to preserve or improve characteristics of the City's physical environment. The proposed project would not obviously or substantially conflict with any such adopted environmental plan or policy.

The City's *General Plan*, which provides general policies and objectives to guide land use decisions, contains some policies which relate to physical environmental issues. The proposed project would not obviously or substantially conflict with any such adopted environmental plan or policy. In general, potential conflicts with the *General Plan* are considered by decision makers independently of the environmental review process, as part of the decision whether to approve or disapprove a proposed project. Any conflict not identified in this environmental document could be considered in that context, and would not alter the physical environmental effects of the proposed project.

In November 1986, the voters of San Francisco approved Proposition M, the Accountable Planning Initiative, which added Section 101.1 to the *San Francisco Planning Code* to establish eight Priority Policies. These policies are: preservation and enhancement of neighborhood-serving retail uses; protection of neighborhood character; preservation and enhancement of affordable housing; discouragement of commuter automobiles; protection of industrial and service land uses from commercial office development and enhancement of resident employment and business ownership; maximization of earthquake preparedness; landmark and historic building preservation, and protection of open space. Prior to issuing a permit for any project which requires an Initial Study under CEQA; prior to issuing a permit for any demolition, conversion, or change of use; and prior to taking any action which requires a finding of consistency with the General Plan, the City is required to find that the proposed project or legislation is consistent with the Priority Policies. The case report and approval motions for the project will contain the analysis determining whether the proposed project is consistent with the Priority Policies.

The Planning Commission must certify the EIR as a complete and accurate environmental document for the project prior to taking any approval actions. As described above, the project would require approval under Resolution 14825 and Sections 303 of the *Planning Code* for demolition of the existing building; Conditional

Use authorization as a Planned Unit Development for a variation in the height requirement; and building permits from the Department of Building Inspection. Approvals necessary for the project and the relationship of the project to *Planning Code* requirements will be described in the EIR.

## B. ENVIRONMENTAL EFFECTS

All items except Transportation/Circulation on the Initial Study Environmental Evaluation Checklist have been checked "No," indicating that, upon evaluation, staff has determined that the proposed project could not have a significant adverse environmental effect. For items where the conclusion is "To be Determined," the analysis will be included in the EIR. Several of the Checklist items have been checked "Discussed," indicating that the Initial Study text includes discussion about that particular issue. For all of the items checked "No" without a discussion, the conclusions regarding potential significant adverse environmental effects are based on field observation, staff experience and expertise on similar projects, and/or standard reference material available within the Planning Department such as the Department's *Transportation Guidelines for Environmental Review*, or the California Natural Diversity Data Base and maps, published by the California Department of Fish and Game. For each Checklist item, staff considered both the individual and cumulative impacts of the proposed project.

1. <u>Land Use</u> - Could the project:	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
a. Disrupt or divide the physical arrangement of an established community?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Have any substantial impact upon the existing character of the vicinity?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The project site is located in the Potrero Hill neighborhood on the south edge of a concentration of commercial and industrial development. Development to the south of the site is dominated by single-family residential homes. The site, consisting of a single parcel occupying the entire block bounded by 17th, Rhode Island, Mariposa, and Kansas Streets, is presently developed with a two-story steel-framed warehouse used by S & C Ford. The property has been used for vehicle repair since 1928. S & C Ford occupied the site starting in 1971.

### Introduction of New Land Uses

The project would convert an existing light industrial and service use to multimedia/business service use. The introduction of multimedia/business service uses to the project site represents a wider trend in the South of Market and northern Potrero Hill areas.

### Intensification of Multimedia/Business Services Land Uses

The proposed project would add to existing and planned office and multimedia uses in the vicinity of the site. The development of up to 314,000 square feet of multimedia/business services use in the area would not be



a significant effect of the proposed project because it would be in an area that is intensively developed and that already supports substantial amounts of residential, office, and commercial development in surrounding blocks.

#### Change in Neighborhood Character

The proposed project would entail conversion of an existing automobile repair facility to multimedia/business services use. The existing two-story warehouse building would be demolished and a tiered four-story multimedia building would be erected in its place. The proposed project would add to existing multimedia and office land use surrounding the site. Though the largest land use (by floor area) is showroom or design, the development of an additional multimedia building in the area would not be a significant effect because it would be in an area that is intensively developed with a mix of commercial and industrial uses. In addition, the area already includes a number of buildings that house office and multimedia/information technology uses.<sup>1</sup> The project, however, would represent the largest concentration of multimedia space in the immediate area. A large office building is proposed immediately north of the site at 350 Rhode Island. The area is already well developed with support services and amenities for local businesses and would not require or generate substantial additional demand for new services or amenities. The proposed multimedia use would be similar in character to, although larger than, many of the other multimedia and office buildings located in the local M-1 District, and would be generally compatible with the prevailing urbanized character of the area. Because the project would be developed within the existing block and street configuration, it could not divide the physical arrangement of an established community.

The Planning Department has prepared a land use study that describes competing demands for industrial-zoned lands that suggested that existing employment related to production/distribution/repair (PDR) may be at risk and future growth in these areas may be curtailed unless some industrial land is retained.<sup>2</sup> As a result, the Planning Commission has established an Industrial Protection Zone (IPZ) (Motion 14825) to prohibit residential development and require a public hearing for any proposed demolition of industrial buildings in the designated area. The existing industrial building at 450 Rhode Island is currently used for automobile repair, a light industrial use. Although the current site occupant employs 65 persons who would be displaced from the site, S & C Ford will be relocating to Bayshore Boulevard in San Francisco. Therefore, no direct displacement of PDR jobs out of the City would occur.

In conclusion, the proposed project would not result in significant adverse land use impacts. However, for informational purposes, the EIR will discuss land use.



---

**NOTES - Land Use**

1. A recent study by The CAC Group, a real estate brokerage firm, for the project sponsor on major office/tenants/owners in the South of Market (SOMA) area bordering Potrero Avenue (west) to 17th Street (south) to 7th Street (east) to Brannan Street (north) indicated approximately 900,000 sq.ft. of multimedia/informational/technology uses and about 340,000 sq.ft. of office uses in excess of 5,000 per user. A copy of the summary of this study is available for public review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.

2. San Francisco Planning Department, "Zoning Options For Industrial Land: Industrial Protection Zones and Mixed-Use Areas," April 8, 1999. A copy of this land use study is available for public review in Project File 99.346TZ at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
2. <u>Visual Quality</u> - Could the project:			
a. Have a substantial, demonstrable negative aesthetic effect?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Substantially degrade or obstruct any scenic view or vista now observed from public areas?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Generate obtrusive light or glare substantially impacting other properties?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

**aesthetic effect**

Aesthetics and urban design are subjective fields, and individuals may hold differing opinions about the aesthetic design of any proposed project. The current proposal is no exception, and although the project design is intended to complement neighboring buildings in terms of organization, scale, and materials, others may feel differently upon studying the design proposal. Due to these potential differences of opinion, significant adverse effects related to design are limited to those which could have "substantial" and "demonstrable" negative aesthetic effects.

The project sponsor has redesigned the proposed project in response to community concerns about the visual effects of the building. The height and massing of the building along Mariposa Street was reduced (from 38 feet to 16 ft. 6 inches), with some of the resulting loss in floor area shifted lower on the site, adding to the mass and height of the building along 17th Street.

The design of the proposed project would comply with Planning Commission Resolution No. 9212, which prohibits the use of mirrored or reflective glass. The proposed project would not contain mirrored glass, would not include exterior lighting in excess of amounts common and accepted in urban areas, and would direct exterior lighting to minimize glare on neighboring buildings or streets. Although visual quality is subjective, given the project sponsor's intention to use exterior materials similar to buildings in the area and the fact the project would be in a densely developed area within a group of buildings of comparable height, the project would not result in a substantial or demonstrable negative aesthetic effect, nor would it substantially degrade the existing visual character of the site and its surroundings. Design considerations are left to the decision

makers who must decide whether to approve or disapprove the proposed project, for reasons other than significant environmental effects. During the Conditional Use review processes, more details about the final design proposal are typically available to the public and to decision makers than during environmental review. Aesthetic and design features of the project may be more fully considered and addressed at that time.

Residence uses are located on Kansas Street where a second garage entrance/exit is proposed. (The main garage entrance/exit is located on Rhode Island Street across the street from existing commercial business). The entrance/exit would be level with the existing street, and the headlights of vehicles exiting the garage would not cast light at an upward angle. A restaurant/commercial structure would be immediately opposite the proposed garage entrance/exit, and no residences would be directly subject to vehicle headlight glare from vehicles exiting the garage. In addition, this entrance/exit would be restricted to vehicle use during daylight hours in order to prevent any likelihood of glare having an impact on the existing residences on Kansas Street during the evening hours.

### views

Scenic views currently available to the public in the vicinity of the project site are available from higher elevations on Potrero Hill. From the southwest corner of the site (at the intersection of Mariposa and Kansas Streets), there are views of the downtown skyline, the Bay Bridge, Yerba Buena, and the East Bay hills. Private buildings in the area may have views of the hill, neighborhood, or beyond. Views from public streets or private properties may be altered by the proposed construction, but they are not expected to change considerably given that the neighborhood is densely developed and the existing S & C Ford building covers the entire site and reaches a height of 35 feet at 17<sup>th</sup> Street. Although the proposed project would be about 49 feet high at Kansas and 17<sup>th</sup> Street, views would not change considerably due to the six floor plates stepping up Potrero Hill and the fourth, fifth and sixth levels set back from 17<sup>th</sup> Street. For the reasons cited above, no significant visual impacts would occur. Nonetheless, due to the size of the site and therefore the visibility of the proposed demolition and new construction, the EIR will include visual simulations and a more detailed discussion of these issues.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
3. <u>Population</u> - Could the project:			
a. Induce substantial growth or concentration of population?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Displace a large number of people (involving either housing or employment)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Create a substantial demand for additional housing in San Francisco, or substantially reduce the housing supply?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The addition of up to 314,000 square feet of multimedia/business services use would increase the daily population on the project site by about 1,100 people. This figure is based on a density of one multimedia employee per 270 gross square feet of multimedia space and the proposed tenant's projections, and takes



into account the 65 employees currently on the site that would be relocated.<sup>1</sup> While potentially noticeable to the immediately adjacent neighbors, this population increase would be small relative to the existing population of the concentrated commercial and residential uses in the project area, and would not be a significant impact of the proposed project. The physical environmental effects of this increase in population on site will be addressed in the transportation section of the EIR.

The project would displace 65 existing employees on the project site. As previously noted, these employees would be relocated to a new facility on Bayshore Boulevard in San Francisco. Although the project would create about 1,100 net new jobs on the site, it is not expected to create a substantial demand for additional housing in San Francisco because many of the company's employees would relocate from Macromedia's existing headquarters located at 600 Townsend Street and since more than one-half of Macromedia's current employees live in the City, many new employees would already be San Francisco residents. Since there is no existing housing on the project site, the project would not reduce the housing supply.

---

#### NOTES - Population

1. City and County of San Francisco, Department of City Planning, *Guidelines for Environmental Review: Transportation Impacts*, Appendix 1, July 1991; Citywide Travel Behavior Study, 1993; San Francisco Land Use Database; selected transportation reports; and a survey of a major San Francisco multimedia company.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
4. <u>Transportation/Circulation</u> - Could the project:			
a. Cause an increase in traffic which is substantial in relation to the existing traffic load and capacity of the street system?			<u>To be Determined</u>
b. Interfere with existing transportation systems, causing substantial alterations to circulation patterns or major traffic hazards?			<u>To be Determined</u>
c. Cause a substantial increase in transit demand which cannot be accommodated by existing or proposed transit capacity?			<u>To be Determined</u>
d. Cause a substantial increase in parking demand which cannot be accommodated by existing parking facilities?			<u>To be Determined</u>

The proposed project would include about 567 parking spaces and two loading dock spaces. The increase in employees on the project site would result in increased demands on the local transportation system, including increased traffic, transit demand, and parking demand. A Transportation Study will be conducted by a transportation consultant under the supervision of the Planning Department. The study will address the impacts of the proposed project on traffic and vehicular circulation, transit, pedestrian circulation, bicycling, parking, freight loading during project construction and occupancy, and cumulative traffic impacts.



	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
5. <u>Noise</u> - Could the project:			
a. Increase substantially the ambient noise levels for adjoining areas?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Violate Title 24 Noise Insulation Standards, if applicable?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Be substantially impacted by existing noise levels?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The proposed construction could generate noise and possibly vibration that may be considered an annoyance by occupants of nearby properties. However, due to the temporary and intermittent nature of construction noise, and the relatively high traffic noise levels already existing in the immediate area, it would not be significant. Construction noise is regulated by the San Francisco Noise Ordinance (Article 29 of the San Francisco Police Code). The Noise Ordinance requires that construction work be conducted in the following manner: 1) noise levels of construction equipment, other than impact tools, must not exceed 80 decibels (DBA; a unit of measure for sound - "A" denotes the A-weighted scale, which simulates the response of the human ear to various frequencies of sound) at a distance of 100 feet from the source (the equipment generating the noise); 2) impact tools must have intake and exhaust mufflers that are approved by the Director of the Department of Public Works to best accomplish maximum noise reduction; and 3) if the noise from the construction work would exceed the ambient noise levels at the site property line by 5 DBA, the work must not be conducted between 8:00 PM and 7:00 AM, unless the Director of the Department of Public Works authorizes a special permit for conducting the work during that period. Because project construction noise would be temporary and intermittent and thus would not be considered significant, construction noise requires no further analysis and will not be addressed in the EIR.

The noise generated by occupancy of the proposed multimedia building would be limited to vehicles arriving at and departing from the internal parking structure and loading zones. Residences exist along the western side of Kansas Street where a second garage entrance/exit is proposed. Residences directly opposite the entrance/exit may notice a change in traffic noise (The main garage entrance/exit is located on Rhode Island Street across the street from existing commercial businesses). Based on published scientific acoustic studies, to produce an increase in ambient noise levels noticeable to most people in the project area, the traffic volumes in the area would need to double. A traffic study conducted for the proposed project and 350 Rhode Island evaluated the potential cumulative traffic associated with the two projects, and concluded that traffic volumes would increase on the order of approximately twenty percent.<sup>1</sup> To further mitigate for potential noise impacts to the existing residences located on Kansas Street, the Kansas Street garage entrance/exit would be restricted to vehicle use during daylight hours and be closed during nighttime hours. All nighttime vehicles would use the main Rhode Island Street garage entrance/exit. Hence, operational noise requires no further analysis and will not be discussed in the EIR.

---

NOTES - Noise

1. Wilbur Smith Associates, *16<sup>th</sup>/Rhode Island Transportation Study, Final Report*, August 10, 1999. A copy of this land use study is available for public review in Project File 98.714E at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
6. <u>Air Quality/Climate</u> - Could the project:			
a. Violate any ambient air quality standard or contribute substantially to an existing or projected air quality violation?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Expose sensitive receptors to substantial pollutant concentrations?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Permeate its vicinity with objectionable odors?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Alter wind, moisture or temperature (including sun shading effects) so as to substantially affect public areas, or change the climate either in the community or region?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The Bay Area Air Quality Management District (BAAQMD) operates a regional air quality monitoring network which measures the ambient concentrations of six air pollutants (the "criteria pollutants") in the Bay Area Air Basin: ozone (O<sub>3</sub>), carbon monoxide (CO), fine particulate matter (PM<sub>10</sub>), lead (Pb), nitrogen dioxide (NO<sub>2</sub>) and sulfur dioxide (SO<sub>2</sub>).

The federal Clean Air Act of 1970 (amended in 1990) and the California Clean Air Act of 1988 require that the State Air Resources Board, based on air quality monitoring data, designate portions of the state where the federal or state ambient air quality standards are not met as "non-attainment areas." Because of the differences between the federal and state standards, the designation of non-attainment areas is different under federal and state legislation. On the basis of the air quality monitoring data, the Bay Area was designated by the BAAQMD as a "non-attainment" area with respect to the federal O<sub>3</sub> and CO standards. In 1995, the Bay Area was redesignated by the U.S. Environmental Protection Agency as a "maintenance area" for O<sub>3</sub>, and in 1997, the Bay Area was redesignated as a "maintenance area" for CO. However, in June of 1998, the U.S. Environmental Protection Agency, based on data from 1995-1997, reclassified the Bay Area again as a non-attainment area for O<sub>3</sub>, essentially reversing the 1995 action. The Bay Area Air Basin is an attainment area or is unclassified for all other federal ambient air quality standards.

A four-year (1994 to 1997) summary of data collected at the BAAQMD monitoring station at 10 Arkansas Street (about four blocks east of the project site) indicates that there were no violations of either the state one-hour or eight-hour CO standards, or the standards for O<sub>3</sub>, nitrogen dioxide, sulfur dioxide or lead. Prior to 1989, occasional violations of the state and federal 8-hour standard for carbon monoxide were also



recorded annually. Carbon monoxide is a non-reactive air pollutant, of which motor vehicles are the major source. Carbon monoxide concentrations are generally highest during periods of peak traffic congestion. The state  $PM_{10}$  standard (but not the federal) was exceeded on 0 to 6 days each year during that period. Particulate levels are relatively low near the coast and increase with distance from the coast, peaking in dry, sheltered valleys. The primary sources of particulates in San Francisco are construction and demolition, combustion of fuels for heating, and vehicle travel over paved roads.<sup>1</sup>

A comparison of these data with those from other BAAQMD air quality monitoring stations indicates that San Francisco's air quality is among the least degraded of all urbanized portions of the Bay Area. Three of the prevailing winds which blow off the Pacific Ocean - west, northwest, and west-northwest - reduce the potential for San Francisco to receive air pollutants from elsewhere in the region, and these winds also disperse air pollutants arising in San Francisco to other parts of the Bay Area.

San Francisco, like all other sub-regions in the Bay Area, contributes to regional air pollutant concentrations, primarily  $O_3$ , in other parts of the Bay Area. Ozone is not emitted directly from air pollutant sources, but is produced in the atmosphere over time and distance through a complex series of photochemical reactions involving hydrocarbons (HC) and nitrogen oxides ( $NO_x$ ), which are carried downwind as the photochemical reactions occur. Ozone standards are violated most often in the Santa Clara, Livermore and Diablo Valleys, because local topography and meteorological conditions favor the build-up of  $O_3$  precursors there.

Air quality impacts from a project such as the proposed multimedia/business services development project result from project construction and operation. Construction emissions, primarily dust generated by earthmoving activities and criteria air pollutants emitted by construction vehicles, would have a short-term effect on air quality. Operational emissions, generated by project traffic and by combustion of natural gas for building space and water heating, would continue to affect air quality throughout the lifetime of the project.

### Project Construction

Construction activities such as demolition, excavation, grading, and construction vehicle traffic; and wind blowing over exposed soil would generate exhaust, dust and finer particulate matter, and other pollutants that would add to the particulate matter in the local atmosphere while soil is exposed, which would have a significant impact on local air quality for a period of months if not mitigated. Construction dust is composed mainly of large particles that settle out of the atmosphere more rapidly with increasing distance from the source. Under high winds, exceeding 12 miles per hour, localized effects from wind-blown dust include human discomfort. More of a nuisance than a hazard for most people, this dust could affect persons with respiratory diseases, as well as sensitive electronic or communications equipment. To reduce the quantity of dust generated during project construction, and reduce the significant air quality impact from dust generation to a less than significant level, the project sponsor would implement Mitigation Measure Number 1 listed in the Mitigation Measures section of this Initial Study.



## Project Operation

Project operation would affect local air quality by increasing the number of vehicles on the local street network used by project traffic, and by introducing stationary source emissions to the project site. Transportation sources would account for over 90 percent of operational project-related emissions. Stationary source emissions, generated by combustion of natural gas for building space and water heating, would be less than significant.

## Local Impacts

On the local scale, the project would change traffic on the local street network, changing carbon monoxide (CO) levels along roadways used by project traffic. Carbon monoxide is an odorless, colorless poisonous gas whose primary source in the Bay Area is automobiles. Concentrations of this gas are highest near intersections of major roads.

The Bay Area Air Quality Management District has identified three criteria that would require the estimation of local CO concentrations:

- Project vehicle emissions would exceed 550 pounds per day
- Project traffic would impact intersections or roadway links operating at Level of Service (LOS) D, E or F or would cause LOS to decline to D, E or F
- Project traffic would increase traffic volumes on nearby roadways by 10 percent or more.

The URBEMIS-7G computer program (calculates vehicle trip emissions to and from a project) was applied to project daily trip generation under winter conditions to estimate the total CO (for consistency) emissions that would be generated by project traffic. The resulting emission of 625 pounds/day of CO from project traffic does exceed the BAAQMD threshold of significance of 550 pounds/day. In addition, project generated traffic in conjunction with traffic generated from the proposed 350 Rhode Island Project would cause the signalized intersection at Potrero Avenue and 17th Street to decline from a current LOS C to Level of Service E.

Table 1 shows the predicted 1-hour and 8-hour averaged CO concentrations at the intersection that met the BAAQMD criteria for modeling. Traffic from the proposed project and the adjacent 350 Rhode Island project would increase both the 1-hour and 8-hour concentrations by 0.2 and 0.1 ppm, respectively, however, the carbon monoxide concentrations at the intersection would be below the applicable state and federal standards. Therefore, the proposed project would have a less than significant impact on local CO concentrations.

Table 1  
EXISTING AND PROJECTED CURBSIDE CARBON MONOXIDE  
CONCENTRATIONS AT POTRERO AND 17TH STREET INTERSECTION\*

Intersection	Without Project (2000)		With Project and 350 Rhode Island (2000)	
	1-Hour	8-Hour	1-Hour	8-Hour
Potrero Avenue/17th Street	11.7	8.0	11.9	8.1
Most Stringent Standard	20.0	9.0	20.0	9.0

\* Calculations were made using a screening procedure contained in the *BAAQMD CEQA Guidelines*. Background concentrations of 6.6 parts per million (ppm) (1-hour) and 4.4 ppm (8-hour) were calculated using 1992 isopleths of carbon monoxide concentration and rollback factors developed by the Bay Area Air Quality Management District. The one-hour state standard is 20 ppm, the one-hour federal standard is 35 ppm, and the eight-hour state and federal standards are 9 ppm. Emission factors were derived from the California Air Resources Board EMFAC7F computer model (Version 1.1).

Source: Don Ballanti, Certified Consulting Meteorologist.

### Regional Impacts

Project traffic would also affect air quality outside the project vicinity. Vehicle trips to and from the project site would result in air pollutant emissions over the entire Bay Area. The URBEMIS-7G computer program was employed to calculate the air pollutant emissions associated with the proposed project. Table 2 shows the daily increases in regional air pollutant emissions from project travel. Guidelines for the evaluation of project impacts issued by the Bay Area Air Quality Management District consider air pollutant emission increases to be significant if the project emissions exceed 80 pounds/day for regional air pollutants (reactive hydrocarbons [HC], nitrogen oxides [NO<sub>x</sub>], and PM<sub>10</sub>). The project emissions shown in Table 2 are below the significance threshold for these air pollutants. Therefore, the proposed project would have a less than significant impact on regional air quality.

Table 2  
PROJECT REGIONAL EMISSIONS IN POUNDS PER DAY\*

	Reactive Hydrocarbons	Nitrogen Oxides	PM <sub>10</sub>
Project Daily Emission	49.0	74.1	23.4
BAAQMD Threshold	80.0	80.0	80.0

\* Estimates of regional emissions generated by project traffic were made using a complex computer program called URBEMIS-7G. Inputs to the URBEMIS-7G program include trip generation rates, vehicle mix, average trip length by trip type and average speed. Trip generation rates for project land uses were provided by the project transportation consultant. Average trip lengths and vehicle mixes for the Bay Area were used. Average speed for all types of trips was assumed to be 25 miles per hour (mph). The analysis assumed a year 2000 vehicle mix. The URBEMIS-7G runs assumed summertime conditions for ROG, NO<sub>x</sub> and PM<sub>10</sub>.

Source: Don Ballanti, Certified Consulting Meteorologist



## Shadow

The new 450 Rhode Island Street building would be two stories tall along Mariposa Street, four stories tall along 17th Street, and up to 19 feet taller than the existing building at 17<sup>th</sup> Street, which would incrementally increase the amount of shadow on area streets and sidewalks and adjacent properties at certain times of the day and year. Section 295 of the *San Francisco Planning Code* was adopted in response to Proposition K (passed in November 1984) in order to protect certain public open spaces from shadowing by new structures during the period between one hour after sunrise and one hour before sunset, year round. Section 295 restricts new shadow upon public spaces under the jurisdiction of the Recreation and Park Department by any structure exceeding 40 feet unless the Planning Commission finds the impact to be insignificant. To determine whether the proposed project would conform with Section 295, a shadow fan analysis was prepared by the Planning Department, which concluded that project shadow would not shade public areas subject to Section 295. However, the project would at times shade portions of 17<sup>th</sup>, Rhode Island, and Kansas Streets, as well as the sidewalks adjacent to the project buildings along these streets. A copy of the shadow fan analysis is available for review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, San Francisco.

The shading of adjacent streets, sidewalks, and private properties would not be considered a significant adverse impact of the proposed project for the following reasons: a) based on the shadow fan analysis, the proposed project would not shade public areas subject to Section 295 of the *Planning Code*; b) a limited number and amount of private parcels, as opposed to a regional public facility or property, would be affected by shading from the proposed development; and c) the net new shading of adjacent parcels which would result from constructing the new buildings and altering the existing buildings would be limited in scope, and would not increase the total amount of shading above levels which are common and generally accepted in urban areas. Therefore, the EIR will not discuss the shadow impacts of the proposed project.

## Wind

Wind conditions partly determine pedestrian comfort on sidewalks and in other public areas. In downtown areas, tall buildings can redirect wind flows around and down to street level, resulting in increased wind speed and turbulence at street level. The proposed project does not appear to have the potential to cause adverse wind accelerations in pedestrian areas adjacent to the site.<sup>2</sup> Although the long axis of the building is oriented across the prevailing wind direction, the 49-foot maximum height of the structure limits the strength of any wind accelerations that would be generated by the project. The Kansas Street frontage would be the building face most exposed to the winds from the west, but very little of the Kansas Street facade would extend above the existing 2-3-story residences to the west. Based on consideration of the exposure, massing, and orientation of the proposed project design, the project does not have the potential to cause significant changes to the wind environment. Therefore, the EIR will not discuss wind generated by the proposed project.



---

**NOTES - Air Quality**

1. Bay Area Air Quality Management District, *BAAQMD CEQA Guidelines, Assessing the Air Quality Impacts of Projects and Plans*, April 1996.
2. Don Ballanti, Certified Consulting Meteorologist, letter to During Associates December 8, 1999. This letter is available for review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, San Francisco.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
7. <b><u>Utilities/Public Services</u></b> - Could the project:			
a. Breach published national, state or local standards relating to solid waste or litter control?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
b. Extend a sewer trunk line with capacity to serve new development?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Substantially increase demand for schools, recreation or other public facilities?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
d. Require major expansion of power, water, or communications facilities?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

The proposed project would incrementally increase demand for and use of public services and utilities on the project site, but not in excess of amounts expected and provided for in the project area. The project would be undertaken in a fully built-out area of downtown San Francisco, where all services and utilities are currently provided. No need for any expansion of public service or public utilities is anticipated. The new buildings would be designed to incorporate water-conserving measures such as low-flush toilets and urinals, as required by California State Building Code Section 402.0(c). In conclusion, the proposed project would not result in significant adverse impacts on public services and utilities. Therefore, the EIR will not discuss public services and utilities.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
8. <b><u>Biology</u></b> - Could the project:			
a. Substantially affect a rare or endangered species of animal or plant, or the habitat of the species?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Substantially diminish habitat for fish, wildlife or plants, or interfere substantially with the movement of any resident or migratory fish or wildlife species?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
c. Require removal of substantial numbers of mature, scenic trees?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The project site is covered with impervious surfaces and is located within an urban area which has been developed since the late nineteenth century. As no vegetation or wildlife habitat exists on the site, additional development on the site would not affect any plant or animal habitats or interfere with the movement of any resident or migratory animal species. The open space proposed as part of the project would include street trees and other vegetation appropriate for the urban landscape of the project site. In conclusion, the proposed project would not result in significant adverse impacts on biology. Therefore, the EIR will not discuss biology.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
9. <u>Geology/Topography</u> - Could the project:			
a. Expose people or structures to major geologic hazards (slides, subsidence, erosion and liquefaction)?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Change substantially the topography or any unique geologic or physical features of the site?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The elevation of the project site ranges from approximately 17 feet above Mean Sea Level (MSL) at the northeast corner to about 73 feet MSL at the southwest corner. The *San Francisco General Plan Community Safety Element* contains maps that show areas in the City subject to geologic hazards. The project site is located in an area subject to groundshaking from earthquakes along the San Andreas and Northern Hayward faults and other faults in the San Francisco Bay Area (see Maps 2 and 3 in the Community Safety Element).

Based on borings taken in the course of the Phase I Environmental Site Assessment completed for the site and as part of the ongoing geotechnical investigation, the project site is underlain by 2 to 16 feet of fill, at varying depths across the site. The fill consists of silty sand, gravel with clay and sand, and clay. Below the fill is bedrock of the Franciscan Formation, consisting of weathered and fractured Serpentine/Greenstone. The depth to groundwater ranges from 4 to 32 feet below the site surface.<sup>1</sup>

Construction of two below-grade parking levels for the proposed project would require excavation of most of the site to depths ranging from about 20 feet to 50 feet. Approximately 92,000 cubic yards of soil would be removed. Given the depth to groundwater, it is anticipated that temporary dewatering would be required during construction. Preliminary structural calculations indicate that the proposed building would be supported on a single concrete mat foundation system and would resist the uplift hydrostatic pressure from the groundwater.<sup>2</sup> The basement excavation should be shored with either soldier piles (piles driven horizontally), timber beams or shotcrete (sprayed cement), or with a cast-in-place permanent wall extending into bedrock.

The site is located outside the areas of liquefaction potential delineated in a 1992 City-commissioned study of areas susceptible to liquefaction.<sup>3</sup> Furthermore, all of the existing soil cover would be removed during excavation and the basement slab would be properly engineered to current Building Code requirements, further reducing the probability that the project site would be affected by soil liquefaction, settlement, lateral movement, or landsliding.



The Department of Building Inspection (DBI), in its review of the building permit application, requires the project sponsor to prepare a geotechnical report to assess the nature and severity of the hazard(s) on the site and recommend project design and construction features that would reduce the hazard(s). To ensure compliance with all *San Francisco Building Code* provisions regarding structural safety, when DBI reviews the geotechnical report and building plans for the proposed project, it will determine necessary engineering and design features for the project to reduce potential damage to structures from groundshaking and liquefaction. Therefore, potential damage to structures from geologic hazards on the project site would be mitigated through the DBI requirement for a geotechnical report and review of the building permit application pursuant to its implementation of the *Building Code*. The EIR will not address geology and soils.

#### NOTES - Geology/Topography

1. Treadwell & Rollo, *Summary of Geotechnical and Environmental Issues*, 450 Rhode Island Street, San Francisco, California. This report is available for public review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.
2. Ibid.
3. State of California, *Seismic Hazards Zones, Zones of Liquefaction Potential, City and County of San Francisco*, April 17, 1997.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
10. <u>Water</u> - Could the project:			
a. Substantially degrade water quality, or contaminate a public water supply?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Substantially degrade or deplete ground water resources, or interfere substantially with ground water recharge?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Cause substantial flooding, erosion or siltation?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

Based on a recent geotechnical report prepared by Treadwell and Rollo, groundwater at the site varies from 4 to 32 feet below the ground surface.<sup>1</sup> The gradient of groundwater flow is assumed to follow the topography and flow northeast.

Dewatering of the project site is likely to be required during excavation. If dewatering were necessary, the final soils report would address the potential settlement and subsidence impacts of this dewatering. Based on this discussion, the soils report would determine whether or not a lateral movement and settlement survey should be done to monitor any movement or settlement of surrounding buildings and adjacent streets. If a monitoring survey were recommended, the Department of Building Inspection would require that a Special Inspector (as defined in Article 3 of the Building Code) be retained by the project sponsor to perform this monitoring. Instruments would be used to monitor potential settlement and subsidence. If, in the judgement of the Special Inspector, unacceptable movement were to occur during construction, groundwater recharge would be used



to halt this settlement. The project sponsor would delay construction if necessary. Costs for the survey and any necessary repairs to service lines under the street would be borne by the project sponsor.

If dewatering were necessary, the project sponsor and its contractor would follow the geotechnical engineers' recommendations regarding dewatering to avoid settlement of adjacent streets, utilities, and buildings that could potentially occur as a result of dewatering.

In addition, any groundwater encountered during construction of the proposed project would be subject to requirements of the City's Industrial Waste Ordinance (Ordinance Number 199-77), requiring that groundwater meet specified water quality standards before it may be discharged into the sewer system. The Bureau of System Planning, Environment, and Compliance (SPEAC) of the San Francisco Public Utilities Commission must be notified of projects necessitating dewatering, and may require groundwater analysis before discharge. Potential degradation of groundwater quality as a result of dewatering during project construction would be reduced to a less than significant level through SPEAC requirement for retention of groundwater pumped from the project site in a holding tank, and analysis of the quality of this groundwater before it is discharged to the combined sanitary and storm drain sewer system.

The project site is currently covered by impervious surfaces. Site drainage would be redesigned to take into account the below-grade structure, but site runoff would continue to drain to the City's combined storm and sanitary sewer and be treated at the Southwest Water Pollution Control Plant prior to discharge to San Francisco Bay. Wastewater treatment would be provided pursuant to the effluent discharge limitations set by the Plant's National Pollutant Discharge Elimination System (NPDES) Permit. The foundation and portions of the building below grade would be water tight to avoid the need to permanently pump and discharge water. Stormwater runoff from upstream of the site would be collected along Mariposa Street and conveyed under the site in a drainage channel that would discharge into the City storm drain system along 17th Street. Natural groundwater flow would continue under and around the site. The project, therefore, would not substantially alter existing groundwater quality or flow conditions.

In conclusion, the proposed project would not result in significant adverse impacts on surface water or groundwater quality. Therefore, the EIR will not discuss water.

---

#### NOTES - Water

1. Treadwell & Rollo, Inc., op. cit.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
11. <u>Energy/Natural Resources</u> - Could the project:			
a. Encourage activities which result in the use of large amounts of fuel, water, or energy, or use these in a wasteful manner?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Have a substantial effect on the potential use, extraction, or depletion of a natural resource?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>

The Department of Building Inspection requires that the design of new buildings in San Francisco is required to conform to energy conservation standards specified by Title 24 of the *California Code of Regulations*. Documentation showing compliance with these standards is submitted with the application for the building permit. Title 24 is enforced by the Department of Building Inspection. Therefore, no further analysis of energy is required, and the EIR will not discuss energy.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
12. <u>Hazards</u> - Could the project:			
a. Create a potential public health hazard or involve the use, production or disposal of materials which pose a hazard to people or animal or plant populations in the area affected?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Interfere with emergency response plans or emergency evacuation plans?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Create a potentially substantial fire hazard?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

This section addresses the potential hazardous materials on the project site including Underground Storage Tanks (USTs), asbestos in the existing building and possibly in the Serpentine soils under the building, lead-based paint in the building, contaminants in the soils and fire hazards.

A Phase I Environmental Site Assessment (ESA) was conducted for the project by ACC Environmental Consultants (ACC) in January 1998<sup>1</sup> which described the land use history of the project site and area that may have involved handling, storage, or disposal of hazardous materials that could have affected the quality of soils or groundwater, and evaluated the potential presence of chemically-affected soil on the project properties. During site reconnaissance performed in the course of the Phase I ESA, ACC observed the removal of nine underground storage tanks from the site. The tanks were removed by Innovative & Creative Environmental Solutions (ICES) under contract with Levine-Fricke-Recon, Inc.<sup>2</sup>, and a letter of case closure of the remediation action was issued by the San Francisco Department of Public Health on February 26, 1998.<sup>3</sup>



### Soil Contamination; Underground Storage Tanks

Nine underground storage tanks (USTs) previously located under the sidewalks on Rhode Island and Kansas Streets were removed in December 1997 and January 1998. Four 4,000-gallon single-wall USTs were located under the Kansas Street sidewalk adjacent to the site, three of which appeared to previously contain motor oil, while the fourth was used to store diesel fuel. Three of the tanks had holes indicating that they had leaked. Elevated concentrations (up to 6,400 mg/kg) of total petroleum hydrocarbons (TPH) as diesel (TPHd) were encountered in the soil surrounding the removed tanks. Additional excavation was performed to remove the petroleum-affected soil. Four single-wall 1,000-gallon USTs previously containing gasoline were located under the sidewalk along Rhode Island Street, along with a 2,500-gallon UST which stored gasoline. Two of the 1,000-gallon tanks had holes. Elevated concentrations of TPH as gasoline (TPHg) (up to 3,100 mg/kg) and TPHd (up to 760 mg/kg) were encountered in the soil surrounding these tanks. About 16 cubic yards of contaminated soil were removed and disposed of at a Class I hazardous waste landfill. The City issued a closure letter for the site on February 26, 1998, indicating that no further remedial action was required.

Due to the history of use of the project site and the former presence of leaking USTs on the site, a limited subsurface soil investigation was conducted as part of the Phase I ESA to determine if soil contaminants had migrated beyond the existing building and onto nearby properties down-gradient of the site. Three soil borings were drilled along the perimeter of the north end of the site on the site in December 1997. Due to refusal conditions encountered in the serpentine bedrock, soil samples were only collected from a boring drilled in the northeast corner of the property, in the presumed down-gradient direction from the former USTs. Two samples were collected at 10.5 and 16 feet below ground surface, respectively, and submitted for laboratory analysis for TPHg and BTEX (benzene, toluene, ethylbenzene, and xylenes). No detectable concentrations of TPHg or BTEX were identified in the soil samples.

As noted above, the City Department of Public Health issued a closure letter indicating that no further remedial action was required. No further soil sampling or remediation is required by the City. The project sponsor, however, will provide site monitoring during demolition and ground disturbing activities to determine if any additional soil contamination exists and to protect construction worker and the public. If additional soil contamination were discovered, removal/remediation of contaminated soils will be conducted in accordance with local, state and federal regulations. Construction of the new building at 450 Rhode Island Street would entail excavation of about 92,000 cubic yards of soil. Disposal of this soil would be subject to local and state regulations, including laboratory testing to identify any potential contamination and procedures for disposal as a hazardous waste, if warranted. These regulations and procedures would ensure that any potential impacts due to the presence of petroleum hydrocarbons, heavy metals, or other hazardous materials in soils on the project site would be reduced to a less than significant level.



### Other Environmental Conditions

Eight above-ground storage tanks (ASTs) are present on the site, including two 200-gallon waste antifreeze ASTs, one 500-gallon waste oil AST, and one 1,000-gallon waste oil AST. In addition, there are four ASTs located in a subterranean vault under the floor of the service area. These tanks consist of a 250-gallon automatic transmission fluid AST, one 350-gallon motor oil AST, and two 450-gallon waste oil ASTs. The potential for impact from these tanks is considered low. The presence of a variety of hazardous materials and hazardous wastes in regulated quantities, including waste oil, used oil filters, waste antifreeze, kerosene, use gasoline and diesel, cleaning fluid, compressed oxygen, acetylene gas cylinders, lubricating oils and greases, and naphtha-based solvents, was deemed to pose a low threat of environmental impact. The Phase I ESA was unable to determine the potential for impact from a concrete-lined oil/water separator/clarifier, a concrete-lined trench containing oily liquid and sludge, and a floor drain system with surrounding stains. The ESA recommended reassessment of potential impacts from these building components following their removal. The project sponsor has agreed to conduct additional evaluation of any potential effects from these building components following their removal and to implement any warranted remediation measures following appropriate local, state and federal requirements.

### Asbestos

ACC conducted a survey for asbestos-containing building materials (ACBM) at the existing S & C Ford facility on the project site.<sup>4</sup> In addition to visual and tactile inspections, ACC collected 23 samples of building materials suspected of containing asbestos and submitted them to laboratory analysis. Wall plaster; drywall and joint compound; roofing material; ceiling, wall, and floor tiles; and other materials were included in the samples. Asbestos was detected in the roofing mastic and in the silver paint covering the stucco on a portion of one exterior building wall.

Prior to conducting any renovation or construction activities that would disturb friable asbestos-containing building materials (ACBM; including potentially friable ACBM and non-friable ACBM that could be rendered friable by the proposed activities), the ACBM would be abated.

Section 19827.5 of the *California Health and Safety Code*, adopted January 1, 1991, requires that local agencies not issue demolition or alteration permits until an applicant has demonstrated compliance with notification requirements under applicable federal regulations regarding hazardous air pollutants, including asbestos. The Bay Area Air Quality Management District (BAAQMD) is vested by the California legislature with authority to regulate airborne pollutants, including asbestos, through both inspection and law enforcement, and is to be notified ten days in advance of any proposed demolition or asbestos abatement work.

The notification must include the names and addresses of the operations and persons responsible; location and description of the structure to be demolished/altered, including size, age, and prior use, and the approximate amount of friable asbestos; scheduled starting and completion dates of demolition or asbestos

abatement work; nature of the planned work and methods to be employed; procedures to be employed to meet BAAQMD requirements; and the name and location of the waste disposal site to be used. The District randomly inspects asbestos removal operations. In addition, the District will inspect any removal operation about which a complaint has been received. Any disturbance of ACBM on the project site would be subject to the requirements of District Regulation 11, Rule 2: Hazardous Materials; Asbestos Demolition, Renovation and Manufacturing.

The local office of the State Occupational Safety and Health Administration (OSHA) must also be notified of asbestos abatement to be carried out. Asbestos abatement contractors must follow State regulations contained in 8CCR1529 and 8CCR341.6 through 341.14 where there is asbestos-related work involving 100 square feet or more of asbestos containing material. Asbestos removal contractors must be certified as such by the Contractors Licensing Board of the State of California. The owner of the property where abatement is to occur must have a Hazardous Waste Generator Number assigned by and registered with the Office of the California Department of Health Services in Sacramento. The contractor and hauler of the material is required to file a Hazardous Waste Manifest which details the hauling of the material from the site and the disposal of it. Pursuant to California Law, the Department of Building Inspection would not issue the required permit until the applicant has complied with the notice requirements described above.

These regulations and procedures, already established as part of the permit review process, would ensure that any potential impacts due to asbestos demolition or alteration of the existing buildings on the project site would be reduced to a less than significant level.

### Serpentine Containing Asbestos

The proposed excavation for below-grade parking levels would encounter Franciscan Formation bedrock that could contain chrysotile, a variety of serpentine that constitutes a potentially harmful form of asbestos. If chrysotile is present in the rock, operations such as drilling, ripping, and off-hauling could produce dust that contains asbestos. This could be a short-term construction hazard possibly affecting on-site personnel and persons in near-vicinity, off-site locations. It should be determined whether the bedrock proposed for excavation contains chrysotile serpentine. If the bedrock contains chrysotile serpentine, an evaluation would be required to determine whether construction operations would disturb the bedrock. If construction operations would disturb chrysotile serpentine in the bedrock, measures would be established to limit dust generation and adequately protect on-site workers and neighbors against prolonged asbestos exposure. Because asbestos poses a hazard when it is in a friable (crushed) condition and becomes airborne, appropriate mitigation is required (see Section D, Mitigation Measures). Implementation of Mitigation Measure Number 2 by the project sponsor in the Mitigation Measures section of the Initial Study would minimize potential impacts related to serpentine contain asbestos to a less-than-significant level.



## Lead-Based Paint

Due to the age of the existing building at 450 Rhode Island Street, lead-based paint may be present. Although the interior was renovated in the early 1980s, lead-based paint may remain on some interior components and on the building exterior. Prior to demolition of the existing building, the project sponsor will conduct a lead-based paint assessment of the building. If lead-based paint is present, the demolition of the building must comply with Chapter 36 of the *San Francisco Building Code*, Work Practices for Exterior Lead-Based Paint. Where there is any work that may disturb or remove lead-based paint on the exterior of any building built prior to December 31, 1978, Chapter 36 requires specific notification and work standards, and identifies prohibited work methods and penalties.

Chapter 36 applies to buildings or steel structures on which original construction was completed prior to 1979 (which are assumed to have lead-based paint on their surfaces), where more than ten total square feet of lead-based paint would be disturbed or removed. The ordinance contains performance standards, including establishment of containment barriers, at least as effective at protecting human health and the environment as those in the U.S. Department of Housing and Urban Development guidelines (the most recent *Guidelines for Evaluation and Control of Lead-Based Paint Hazards*), and identifies prohibited practices in disturbance or removal of lead-based paint. Any person performing work subject to the ordinance shall make all reasonable efforts to prevent migration of lead-based paint contaminants beyond containment barriers during the course of the work, and any person performing regulated work shall make all reasonable efforts to remove all visible lead paint contaminants from all regulated areas of the property prior to completion of the work.

The ordinance also includes notification requirements, contents of notice, and requirements for signs. Notification includes notifying bidders for the work of any paint-inspection reports verifying the presence or absence of lead-based paint in the regulated area of the proposed project. Prior to commencement of work, the responsible party must provide written notice to the Director of the Department of Building Inspection, of the location of the project; the nature and approximate square footage of the painted surface being disturbed and/or removed; anticipated job start and completion dates for the work; whether the responsible party has reason to know or presume that lead-based paint is present; whether the building is residential or nonresidential, owner-occupied or rental property, approximate number of dwelling units, if any; the dates by which the responsible party has or will fulfill any tenant or adjacent property notification requirements; and the name, address, telephone number, and pager number of the party who will perform the work. The ordinance contains provisions regarding inspection and sampling for compliance by DBI, and enforcement, and describes penalties for non-compliance with the requirements of the ordinance.

These regulations and procedures, already established as part of the building permit review process, would ensure that potential impacts of the proposed project due to lead-based paint during demolition or alteration of the existing buildings on the project site would be reduced to a less than significant level.



## Fire Hazards

San Francisco ensures fire safety primarily through provisions of the *Building Code* and the *Fire Code*. Existing buildings are required to meet standards contained in these codes. In addition, the final building plans for any new or modified office building project are reviewed by the San Francisco Fire Department (as well as the Department of Building Inspection) in order to ensure conformance with these provisions. The proposed project would conform to these standards, which would include sprinkler systems throughout the building. In this way, potential fire hazards (including those associated with hillside development, hydrant water pressure, and emergency access) would be mitigated during the building permit review process.

In conclusion, potential public health and safety hazards related to the presence of asbestos, lead-based paint, and soil contaminated with petroleum hydrocarbons and heavy metals on the project site and potential fire hazards in the new building would be reduced to a less than significant level as a result of regulations and procedures already established as part of the review process for building permits and mitigation proposed as part of the project. Therefore, the EIR will not discuss hazards.

## NOTES - Hazards

1. ACC Environmental Consultants, *Phase I Environmental Site Assessment Report, 450 Rhode Island Street, San Francisco, California*, January 13, 1998. This report is available for public review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.

2. Levine-Fricke-Recon, *Underground Storage Tank Removal Report, 450 Rhode Island Street, San Francisco, California*, January 28, 1998. This report is available for public review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.

3. City and County of San Francisco, Department of Public Health, Environmental Health Management, letter from Albert Lee, Senior Environmental Health Inspector, to Rick England, Lick Wilmerding High School, February 26, 1998. This letter is available for public review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, fifth floor, San Francisco.

4. ACC Environmental Consultants, *op cit.*

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
13. <u>Cultural</u> - Could the project:			
a. Disrupt or adversely affect a prehistoric or historic archaeological site or a property of historic or cultural significance to a community, ethnic or social group; or a paleontological site except as a part of a scientific study?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
b. Conflict with established recreational, educational, religious or scientific uses of the area?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>
c. Conflict with the preservation of buildings subject to the provisions of Article 10 or (proposed) Article 11 of the City Planning Code?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

### *Prehistoric and Historic Archaeological Resources*

A cultural resources evaluation of the project site was completed by an independent consultant and is summarized here.<sup>1</sup> In its natural state, the project site was situated on the windswept, steep northern slope of Potrero Hill, ranging in elevation from 25 to 75 feet above sea level. The site was situated directly adjacent to the marshlands that bordered the original shoreline of Mission Bay, located less than a quarter mile to the east. Mission Creek was less than a quarter mile north of the site, and several small tributaries of Mission Creek flowed within approximately 100 meters of the site. A large lagoon, subsequently known as Laguna de Dolores, was located near the western boundary of the site. This lagoon continually diminished in size between the closing decades of the 18th century and about 1850, and was ultimately filled in completely. Vegetation in the project area was probably similar to the vegetation found throughout most of the northern San Francisco peninsula, mainly grasses, scrub brush, and occasional stands of willows and oak trees.

The project site is situated in what was, prior to the arrival of the first Europeans, the northwestern portion of the territory occupied by the Costanoan people, a Native American group also referred to in anthropological literature as the Ohlone. The marshes of Mission Bay were situated in close proximity to the project site, as were several natural sources of fresh water (i.e., Mission Creek and its tributaries). Previous research has shown that such environments may have represented favorable sites for a Native American settlement. Several deeply buried, previously unrecorded prehistoric sites have been recently discovered in the South of Market area. An assessment of the characteristics of these archaeological sites and their proximity to the shoreline of Yerba Buena Cove and the marshes bordering Mission Bay suggests that similar prehistoric/protohistoric (up to 1775 A.D.) archaeological deposits could possibly exist within or adjacent to the proposed project site, but the chances are remote, given that the site is situated directly above bedrock.

It is unlikely that there was any regular activity on the project site or its immediate vicinity during the Spanish, Mexican Periods or Early American eras (1776-1848). The Mission Dolores and the Presidio, the principal centers of activity, were located at a considerable distance from the site, and the gradual growth of the settlement of Yerba Buena (later renamed San Francisco) was also quite removed from the project site and separated by the waters of Mission Bay. Throughout the entirety of the Early Historic Period, the project area remained in a completely natural state.

Following completion of Long Bridge, efforts began to reclaim Mission Bay, which measured nearly a mile across. Initially filled with sand by hand and horse cart, steam shovels and small rail cars were subsequently employed. Rock excavated for a nearby railroad line was later added to the bay fill, along with garbage and debris. Following the Great San Francisco Earthquake and Fire of 1906, many tons of building debris were dumped into Mission Bay, accelerating its reclamation. By 1910 the bay had been completely filled in. Meanwhile, a systematic program of cutting and grading was occurring throughout the city to bring elevation grades into conformity with an official city base system established by the San Francisco Board of Supervisors. A series of municipal orders established required elevations at the intersections of the four streets surrounding the project site which, with the exception of 16th Street, were not graded until the late 1870s. The required



elevations, which were established from a city base of zero ranged from 16 feet at 17th Street and Rhode Island to 73 feet at Mariposa Street and Kansas Street.

Analysis of available data on the original topography of the site indicates that a substantial amount of topographic reduction occurred in the northern portion of the project site when the area was brought into conformity with the established city grade system during the mid-1870s to late-1880s. It does not appear that any appreciable topographic alteration (cutting, grading, or filling) was performed on the southern portion of the site. The archaeologist concluded that if prehistoric/protohistoric and/or historic period cultural resources were ever deposited beneath the northern portion of the project site, they were most likely graded away and removed, while any materials deposited beneath the southern portion of the site may conceivably remain buried on the site.

The first known development on the project site was two small structures, assumed to be simple residences, situated along the line of what would become 17<sup>th</sup> Street, between Kansas and Rhode Island Streets. These buildings were developed in the mid-1850s; throughout the remainder of this decade, the rest of the site and its surroundings remained in an almost completely natural state. By the late 1860s, these structures appear to have been removed. The project site was entirely vacant at this time and development in the vicinity was limited to a few scattered residences. At the close of the 1870s, Mariposa, Rhode Island, and Kansas Streets had yet to be graded, while 17<sup>th</sup> Street extended nearly to the shoreline of Mission Bay, to the east. By 1889, only Rhode Island Street remained to be opened to traffic. Three small wood frame structures were the only development on the project block. At this point, the site was part of a sparsely settled residential neighborhood, filled with a scattering of modest, single-story frame dwellings. In the ensuing decades through the 1920s, the area was transformed into an industrial district. The block and the surrounding vicinity escaped the devastation of the Great Fire that accompanied the 1906 earthquake. By 1914 the entire project site was developed with the Reinhart Lumber & Planing Mill Company, which consisted of a variety of industrial structures. Other properties surrounding the project site were developed in the early 1900s and included an iron works, fuel oil company, soap factory, and glycerin manufacturer. By the 1930s, neighboring uses included a wool manufacturer, pipe-fitting warehouse, machine shop, brewery, and a wholesale meat business. Since the early decades of the 20th century, the project area has remained a heavy industrial district, with little economic, demographic, or architectural change taking place.

In summary, the body of available historical and archaeological evidence suggests that there is very little potential for encountering prehistoric/protohistoric archaeological resources or historic cultural resources from the Spanish/Mexican, Early American, or Gold Rush periods (1775-1857) at the site. However, if archaeological resources from these periods were to be encountered on the site, they would be historically and/or archaeologically significant. With implementation of Mitigation Measure Number 3 in this report, the project's potential impact on subsurface cultural resources would be reduced to a level of insignificance. Archaeological resources, therefore, require no further analysis and will not be included in the EIR.



### Historic Architectural Resources

Since the project area does not have an established recreational, educational, religious or scientific use, the proposed project would not conflict with these uses. The potential of the proposed project to affect historic and architectural resources of significance would be limited to its potential effect on adjacent properties. Buildings in the immediate vicinity of the project site were surveyed between 1974 and 1976 as part of a City-sponsored city-wide inventory of architecturally significant buildings. The inventory assessed the architectural significance of 10,000 surveyed structures from the standpoint of overall design and particular design features. Both contemporary and older buildings were included and each building was numerically rated according to its overall architectural significance. The ratings ranged from a low of "0" to a high of "5". Factors considered included architectural significance, urban design context, and overall environmental significance. No building adjacent to the project site was listed in the 1976 *Citywide Architectural Survey*. Further, no building near the project site is designated as a City Landmark, listed on the National Register of Historic Places, or subject to the provisions of Article 10 (Preservation of Historical, Architectural and Aesthetic Landmarks) or Article 11 (Preservation of Buildings and Districts of Architectural, Historical and Aesthetic Importance in the C-3 Districts) of the *Planning Code*. Hence, no further analysis of cultural resources will be discussed in the EIR.

### NOTES - Cultural Resources

1. Allen G. Pastron, PhD., *Archival Cultural Resources Evaluation of the Proposed 450 Rhode Island Street Multimedia Development Project (also known as the 1901 17<sup>th</sup> Street Development project), Located Within the Block Bounded by 17<sup>th</sup>, Mariposa, Kansas and Rhode Island Streets, San Francisco, California*, August 1999. This report is available for public review in Project File No. 99.410E at the Planning Department, 1660 Mission Street, San Francisco, CA.

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
<b>C. OTHER</b>			
Require approval and/or permits from City Departments other than the Planning Department or Department of Building Inspection or from Regional, State or Federal Agencies?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

As discussed above, in addition to building permits from the Department of Building Inspection, the proposed project would require conditional use authorization from the City Planning Commission for a Planned Unit Development.

**D. MITIGATION MEASURES PROPOSED AS PART OF THE PROJECT**

	<u>Yes</u>	<u>No</u>	<u>N/A</u>	<u>Discussed</u>
1. Could the project have significant effect if mitigation measures are not included in the project?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
2. Are all mitigation measures necessary to eliminate significant effects included in the project?	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>

The following mitigation measures are related to topics determined to require no further analysis in the EIR. The EIR will contain a Mitigation Measures chapter which describes these measures and includes other measures which would or could be adopted to reduce potential adverse effects of the project identified in the EIR.

The project sponsor has agreed to implement the following mitigation measures:

1. Construction Air Quality: The project sponsor shall require the construction contractor(s) to spray the project site with water during demolition, excavation, grading, and construction activities; spray unpaved construction areas with water at least twice per day; cover stockpiles of soil, sand, and other material; cover trucks hauling debris, soil, sand, or other such material; and sweep surrounding streets during these periods at least once per day to reduce particulate emissions. Ordinance 175-91, passed by the Board of Supervisors on May 6, 1991, requires that non-potable water be used for dust control activities. Therefore, the project sponsor shall require the construction contractor(s) to obtain reclaimed water from the Clean Water Program for this purpose. The project sponsor shall require the project contractor(s) to maintain and operate construction equipment so as to minimize exhaust emissions of particulates and other pollutants, by such means as prohibiting idling motors when equipment is not in use or when trucks are waiting in queues, and implementing specific maintenance programs to reduce emissions for equipment that would be in frequent use for much of the construction period.

2. Hazards: The project sponsor shall require the construction contractor(s) for the proposed project to water the site during excavation activities at least twice daily, or more frequently if necessary to prohibit visible dust emissions (which might indicate emission of non-visible dust), and take other steps to minimize dust generation during excavation, storage, and transport. If there are excavated materials containing over 1 percent friable asbestos, they would be treated as hazardous waste, and would be transported and disposed of in accordance with applicable State and federal regulations. These procedures are intended to mitigate any potential health risks related to chrysotile asbestos, which may or may not be located on the site.

3. Cultural Resources: Should evidence of archaeological resources of potential significance be encountered during site excavation and grading activities, the archaeologist shall immediately notify the Environmental Review Officer (ERO), and the project sponsor shall halt any activities which the archaeologist



and the ERO jointly determine could damage such archaeological resources. Ground-disturbing activities which might damage archaeological resources shall be suspended for a total maximum of four weeks over the course of construction.

After notifying the ERO, the archaeologist shall prepare a written report to be submitted first and directly to the ERO, with a copy to the project sponsor, which shall contain an assessment of the potential significance of the archaeological finds and recommendations for what measures should be implemented to minimize potential effects on archaeological resources. Based on this report, the ERO shall recommend specific additional mitigation measures to be implemented by the project sponsor. These additional mitigation measures might include a site security program; additional on-site investigations by the archaeologist; and/or documentation, preservation, and recovery of archival material.

Finally, the archaeologist shall prepare a report documenting the archaeological resources that were discovered; an evaluation as to their significance; and a description as to how any archaeological testing, exploration and/or recovery program was conducted.

Copies of all draft reports prepared according to this mitigation measure shall be sent first and directly to the ERO for review. Following approval by the ERO, copies of the final report shall be sent to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey, Northwest Information Center. Three copies of the final report shall be submitted to the Office of Major Environmental Analysis, accompanied by copies of transmittals documenting its distribution to the President of the Landmarks Preservation Advisory Board and the California Archaeological Site Survey Northwest Information Center.

## E. ALTERNATIVES

Alternatives to the proposed project will be defined further and described in the EIR. At a minimum, the alternatives analyzed in the EIR will include the following:

1. A No Project Alternative, in which the project site would remain in its existing condition.
2. A Less Dense Development Alternative, in which the proposed uses would be at a lower level of intensity.



**F. MANDATORY FINDINGS OF SIGNIFICANCE**

	<u>Yes</u>	<u>No</u>	<u>Discussed</u>
1. Does the project have the potential to degrade the quality of the environment, substantially reduce the habitat of a fish or wildlife species, cause a fish or wildlife population to drop below self-sustaining levels, threaten to eliminate a plant or animal community, reduce the number or restrict the range of a rare or endangered plant or animal, or eliminate important examples of the major periods of California history or pre-history?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
2. Does the project have the potential to achieve short-term, to the disadvantage of long-term, environmental goals?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
3. Does the project have possible environmental effects which are individually limited, but cumulatively considerable? (Analyze in the light of past projects, other current projects, and probable future projects.)	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
4. Would the project cause substantial adverse effects on human beings, either directly or indirectly?	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input checked="" type="checkbox"/>

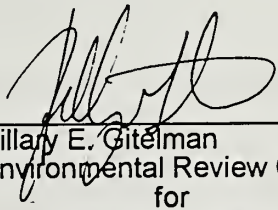
Construction and operation of the proposed project could result in significant adverse traffic and circulation, transit, and parking impacts. The EIR will discuss the potential transportation impacts of the project.

**G. ON THE BASIS OF THIS INITIAL STUDY**

- ☐ I find the proposed project COULD NOT have a significant effect on the environment, and a NEGATIVE DECLARATION will be prepared by the Department of City Planning.
- ☐ I find that although the proposed project could have a significant effect on the environment, there WILL NOT be a significant effect in this case because the mitigation measures in the discussion have been included as part of the proposed project. A NEGATIVE DECLARATION will be prepared.
- ☒ I find that the proposed project MAY have a significant effect on the environment, and an ENVIRONMENTAL IMPACT REPORT is required.

Date

1/22/00

  
 Hillary E. Gitelman  
 Environmental Review Officer  
 for  
 Gerald G. Green  
 Director of Planning



## APPENDIX B

### DRAFT EIR DISTRIBUTION LIST

#### A. DRAFT EIR DISTRIBUTION LIST

##### FEDERAL AND STATE AGENCIES

California Dept. of Transportation  
Office of Transportation Planning-B  
P.O. Box 23660  
Oakland, CA 94623-0660  
Attn: Nandini N Shridhar

Northwest Information Center  
Dept. of Anthropology  
Sonoma State University  
Rohnert Park, CA 94928  
Attn: Christian Gerike

State Office of Intergovernmental Mgmt.  
State Clearinghouse  
1400 10th St.  
Sacramento, CA 95814

U.S. Fish and Wildlife Service  
2800 Cottage Way, Room W-2605  
Sacramento, CA 95825-1846

##### REGIONAL AGENCY

Craig Goldblatt  
Metropolitan Transportation Commission  
101 Eighth St.  
Oakland, CA 94607

##### CITY AND COUNTY OF SAN FRANCISCO

Landmarks Preservation Advisory Board  
1660 Mission St., 5th Flr.  
San Francisco, CA 94103  
Attn: Andrea Green

San Francisco Planning Commission  
1660 Mission St.  
San Francisco, CA 94103

Anita Theoharis, President  
Beverly Mills, Vice President  
Linda Richardson  
Lawrence B. Martin  
Beverly Mills  
Dennis A Antenore  
Cynthia Joe  
Hector Chinchilla  
Linda Avery, Secretary

Department of Building Inspection  
1660 Mission Street  
San Francisco, CA 94103  
Attn: Frank Chiu, Director

Mayor's Office of Community Development  
25 Van Ness Ave., Suite 700  
San Francisco, CA 94102  
Attn: Pamela David, Director

Marcia Rosen, Director  
Mayor's Office of Housing  
25 Van Ness Ave. # 600  
San Francisco, CA 94102

Maria Ayerdi  
Mayor's Office of Economic Development  
City Hall, Room 448  
1 Dr. Carlton B. Goodlett Place  
San Francisco, CA 94102-4689

Public Utilities Commission  
1155 Market Street  
San Francisco, CA 94102  
Attn: Anson B. Moran, General Manager

Police Department  
Planning Division Hall of Justice  
850 Bryant Street, Room 500  
San Francisco, CA 94103  
Attn: Capt. Timothy Hettrich

San Francisco Department of Public Works  
Bureau of Street Use and Mapping  
875 Stevenson Street, Room 465  
San Francisco, CA 94103  
Attn: Barbara Moy

San Francisco Department of Parking & Traffic  
Traffic Engineering Division  
25 Van Ness Avenue  
San Francisco, CA 94102  
Attn: Bond M. Yee

San Francisco Fire Department  
Division of Planning & Research  
698 Second Street  
San Francisco, CA 94107  
Attn: Lorrie Kalos, Asst. Deputy Chief



San Francisco Municipal Railway  
MUNI Planning Division  
949 Presidio Avenue, Room 204  
San Francisco, CA 94115  
Attn: Peter Straus

Recreation & Park Department  
McLaren Lodge, Golden Gate Park  
Fell and Stanyan Streets  
San Francisco, CA 94117  
Attn: Deborah Learner

San Francisco Real Estate Department  
25 Van Ness Avenue, 4th floor  
San Francisco, CA 94102  
Attn: Anthony Delucchi, Director of Property

San Francisco Public Utilities Commission  
425 Mason St., 4<sup>th</sup> Flr.  
San Francisco, CA 94102  
Attn: TIDF Coordinator for PUC

## LIBRARIES

Stanford University Libraries  
Jonsson Library of Government  
Documents  
State & Local Documents Division  
Stanford, CA 94305

Government Publications Department  
San Francisco State University  
1630 Holloway Avenue  
San Francisco, CA 94132

Hastings College of the Law - Library  
200 McAllister Street  
San Francisco, CA 94102-4978

Institute of Government Studies  
109 Moses Hall  
University of California  
Berkeley, CA 94720

Kate Wingerson (3 copies)  
Document Library  
City Library - Civic Ctr.  
San Francisco, CA 94102

## PROJECT SPONSOR

Ron Kaufman  
55 Francisco St.  
San Francisco, CA 94133

## PROJECT TENANT

Deborah Oxendine  
Macromedia  
600 Townsend  
San Francisco, CA 94103

## PROJECT ATTORNEYS

Andrew Junius  
James Reuben  
Reuben & Alter, LLP  
235 Pine St., Ste 1600  
San Francisco, CA 94104

## PROJECT ARCHITECTS

Charles Dilworth  
Cliff Peterson  
STUDIOS Architecture  
99 Green St.  
San Francisco, CA 94111

## GROUPS AND INDIVIDUALS

Suheil J. Totah, Attorney-at-Law  
Landels, Ripley and Diamond  
Hills Plaza  
350 The Embarcadero, 6<sup>th</sup> Flr.  
San Francisco, CA 94105

David C. Levy  
Landels, Ripley and Diamond, L.L.P.  
350 The Embarcadero  
San Francisco, CA 94105-1250

SOMA Senior Community Action Grp.  
360 Fourth Street  
San Francisco, CA 94107

Sue Hestor  
870 Market Street #1128  
San Francisco, CA 94102

John Elberling, Director  
TODCO  
230 4TH St.  
San Francisco, CA 94103

AIA  
San Francisco Chapter  
130 Sutter Street  
San Francisco, CA 94104  
Attn: Bob Jacobvitz

Albert Beck  
3028 Esplanade Street, Suite - A  
Chico, CA 95973-4924

Ed Michael  
1001 Franklin Street, #20E  
San Francisco, CA 94109-6840

Chi-Hsin Shao  
CHS Consulting Group  
153 Kearny Street, Suite 209  
San Francisco, CA 94108

Richard Mayer  
Artists Equity Assn.  
27 Fifth Avenue  
San Francisco, CA 94118

Michael Dyett  
Dyett & Bhatia  
70 Zoe Street  
San Francisco, CA 94103

Peter Bosselman  
Environmental Simulation Laboratory  
119 Wurster Hall  
University of California  
Berkeley, CA 94720

Georgia Brittan  
San Franciscans for Reasonable Growth  
460 Duncan Street  
San Francisco, CA 94131

Mrs. G. Bland Platt  
362 Ewing Terrace  
San Francisco, CA 94118

San Francisco Beautiful  
41 Sutter Street, #709  
San Francisco, CA 94104  
Attn: Dee Dee Workman, Exec. Director

San Francisco Building & Construction  
Trades Council  
2660 Newhall Street, #116  
San Francisco, CA 94124-2527  
Attn: Stanley Smith

San Francisco Tomorrow  
41 Sutter Street #1579  
San Francisco, CA 94104  
Attn: Tony Kilroy

Sustainable San Francisco  
P.O. Box 460236  
San Francisco, Ca. 94146

Joel Ventresca  
1278 - 44th Avenue  
San Francisco, CA 94122

Calvin Welch  
Council of Community Housing Organizations  
409 Clayton Street  
San Francisco, CA 94117

Howard M. Wexler, Esq.  
Farella, Braun & Martel, LLP  
235 Montgomery Street, 30th Floor  
San Francisco, CA 94104

Eunice Willette  
1323 Gilman Avenue  
San Francisco, CA 94124

Bethea Wilson & Associates Art In  
Architecture  
2028 Scott, Suite 204  
San Francisco, CA 94115

Debra Walker  
Saundra Ardito  
540 Alabama Street #217  
San Francisco, CA 94110

John DeCastro  
Potrero Boosters & Merchants  
243 Missouri St.  
San Francisco, CA 94107

Sara Ames  
1300 Mariposa St.  
San Francisco, CA 94107

Craig Merrilees  
1308 Mariposa St.  
San Francisco, CA 94107

Lower Potrero Hill Prop. Own & Rent  
1116 Tennessee St.  
San Francisco, CA 94107

Babette Drefke  
Liaison  
Potrero Beautification Group  
701 Kansas St.  
San Francisco, CA 94107

Enola Maxwell  
Executive Director  
Potrero Neighborhood House  
953 DeHaro St.  
San Francisco, CA 94107

Jim Queen  
Potrero Hill Comm. Develop. Corp.  
1060 Tennessee Street  
San Francisco, CA 94107

Dan Billings  
Parkview Heights Association P.U.D.  
3 Fontinella Terrace  
San Francisco, CA 94107

Karen Huggins  
Potrero Annex/Terrace Association  
1095 Connecticut St.  
San Francisco, CA 94107

Ron Miguel  
PAR  
600 DeHaro St.  
San Francisco, CA 94107

Judy West  
Executive Director  
Madrina Group  
499 Alabama St.  
San Francisco, CA 94110

Janet Carpinelli, Board  
Lower Potrero Hill Neighborhood Assn.  
934 Minnesota Street  
San Francisco, CA 94107

Richard Millet  
Potrero Boosters & Merchants Assn.  
1459 - 18th St., Suite 133  
San Francisco, CA 94107

Fritz Maytag  
Anchor Brewing Co.  
1705 Mariposa St.  
San Francisco, CA 94107

Craig Allison  
Plant Construction Co.  
300 Newhall Street  
San Francisco, CA 94124

## **B. DRAFT EIR NOTIFICATION DISTRIBUTION LIST**

### **AGENCIES**

Association of Bay Area Governments  
P.O. Box 2050  
Oakland, CA 94604-2050  
Attn: Susan Ryder

Association of Bay Area Governments  
101 8th Street  
Oakland, CA 94607  
Attn: Jean Pederson

Regional Water Quality Control Board, SF Bay  
Region  
1515 Clay St., Ste. 1400  
Oakland, CA 94612  
Attn: Judy Huang

Bay Area Air Quality Management  
District  
939 Ellis Street  
San Francisco, CA 94109  
Attn: Joseph Steinberger

San Francisco Redevelopment Agency  
770 Golden Gate Ave.  
San Francisco, CA 94102  
Patsy R. Oswald, Secretary  
Darshan H. Singh  
Leroy King  
James Morales, Executive Director  
Manuel A. Rosales  
Lynette Sweet  
Benny Y. Yee, President  
Mark Dunlop, Vice President  
Neli Palma

Bureau of Energy Conservation  
Hetch Hetchy Water & Power  
1155 Market Street, 4th Floor  
San Francisco, CA 94103  
Attn: John Deakin, Director

Jerome M. Kuykendall  
Director of Planning & Policy Analysis  
Golden Gate Bridge, Highway &  
Transportation District  
1011 Andersen Dr.  
San Rafael, CA 94901

### **MEDIA**

Associated Press  
1390 Market Street, Suite 318  
San Francisco, CA 94102  
Attn: Bill Shiffman

Leland S. Meyerzone  
KPOO - FM  
P.O. Box 6149  
San Francisco, CA 94101

San Francisco Bay Guardian  
520 Hampshire St.  
San Francisco, CA 94110  
Attn: Gabe Roth, City Editor

San Francisco Business Times  
275 Battery Street  
Suite 940  
San Francisco, CA 94111  
Attn: Tim Turner

San Francisco Chronicle  
925 Mission Street  
San Francisco, CA 94103  
Attn: Elliot Diringer

San Francisco Examiner  
P.O. Box 7260  
San Francisco, CA 94120  
Attn: Gerald Adams

The Sun Reporter  
1366 Turk Street  
San Francisco, CA 94115

Tenderloin Times  
146 Leavenworth Street  
San Francisco, CA 94102  
Attn: Rob Waters

San Francisco Independent  
1201 Evans Avenue  
San Francisco, CA 94124

Mary Anne Miller  
San Francisco Tomorrow  
1239 46<sup>th</sup> Ave.  
San Francisco, CA 94122



## GROUPS AND INDIVIDUALS

Gemmie Jones  
Director

Senior Central  
360 Fourth Street  
San Francisco, CA 94107

Robert C. Herr  
Pillsbury, Madison & Sutro, LLP  
P.O. Box 7880  
San Francisco, CA 94120-7880

Robert J. McCarthy  
McCarthy & Schwartz  
655 Montgomery St., 17th Flr.  
San Francisco, CA 94111

Drew Gordon  
Dan Kingsley  
Julie Stein  
500 Treat Ave., Ste. 200  
San Francisco, CA 94110

Carole Burke & Maxime Newman  
Giftcenter Tenants Assoc.  
888 Brannan St., Ste. 614  
San Francisco, CA 94103

C. Jeff Brinton  
Brobeck, Phleger & Harrison, LLP  
38 Technology Dr.  
Irvine, CA 92618-5312

Bill R. Poland  
Bay West Group  
600 Townsend St.  
San Francisco, CA 94103

Jim West  
President  
South of Market Neighborhood Assn  
737 Folsom Street #314  
San Francisco, CA 94107

Jack Davis  
c/o Arthouse  
595 Market Street #2200  
San Francisco, CA 94105

Paradise Lounge  
Eleventh Street Merchants Assn.  
308 11th St.  
San Francisco, CA 94103

Jose Campos  
SF Redevelopment Agency  
770 Golden Gate  
San Francisco, CA 94102

Jim Berk  
SOMPAC Land Use Committee  
P.O. Box 77068  
San Francisco, CA 94103

Louise Bird  
115 South Park  
San Francisco, CA 94107

Bill Carney  
San Francisco Redevelopment Agency  
770 Golden Gate Avenue  
San Francisco, CA 94102

Gerry Markert, Founder  
NFRD  
501 4th Street, Suite 121  
San Francisco, CA 94107

Ann Grogan  
Executive Coordinator  
So. Market Project Action Comm.  
1035 Folsom Street  
San Francisco, CA 94107

Jack Fertig  
S.O.M.A. Residence Assoc.  
37 Moss Street  
San Francisco, CA 94103

George Soler  
7 Hallam Street #3A  
San Francisco, CA 94103

Brad Stewart  
7 Hallam Street  
San Francisco, CA 94103

Sharon Grace  
Tony Paci  
258 Clara Street  
San Francisco, CA 94107

Cindy Burns  
Kathy Andrew  
110 Langton Street  
San Francisco, CA 94103

Mike Smith  
Nancy Botkin  
7 Hallam Street  
San Francisco, CA 94103

Joe Boss  
934 Minnesota Street  
San Francisco, CA 94107

Monique Nagakawa  
215 - 14th Avenue  
San Francisco, CA 94118

Pamela Odell  
2112 Bryant Street  
San Francisco, CA 94110

Cheryl Parker  
South of Market Foundation  
965 Mission Street #705  
San Francisco, CA 94103

Keith Gantner  
999 Mariposa Street  
San Francisco, CA 94107

Anna Dominski  
1004 Tennessee Street  
San Francisco, CA 94107

Thom Gareth Davey  
475 Arkansas Street  
San Francisco, CA 94107

Tyche Hendricks  
SF Examiner  
PO Box 7260  
San Francisco, CA 94120

Art House  
Fort Mason Center  
Building C, Room 255  
San Francisco, CA 94123

Martha Bridgeman  
44B Rausch Street  
San Francisco, CA 94103

John Gardner  
398 12th Street  
San Francisco, CA 94103

Deb Lee  
558 Bryant Street  
San Francisco, CA 94107

Michael Stern  
918 Natoma Street  
San Francisco, CA 94103

Jonathan Wolfe  
Wolfe & Swansen  
50 Santa Rosa Ave., 4th Floor  
Santa Rosa, CA 95404

Kate Chumley  
363 Bartlett Street, #3  
San Francisco, CA 94110

Joan Holden  
17 Montcalm Street  
San Francisco, CA 94116

Brad Paul  
35 Hartford Street  
San Francisco, CA 94114

Karen Chapple  
299 Cortland Avenue  
San Francisco, CA 94110

Brett Luiz  
171 Langton #5  
San Francisco, CA 94103

Jeff Matt  
227 Shipley Street  
San Francisco, CA 94107

Chris Mohr  
655 Natoma  
San Francisco, CA 94103

Ellyn Parker  
691 Minna Street  
San Francisco, CA 94103

Jason Shurte  
999 Fell Street #1  
San Francisco, CA 94117

Michael Singsen  
371 11th Street  
San Francisco, CA 94103

Stafford  
1261 Howard Street  
San Francisco, CA 94103

John Stevens  
6th St. Neighborhood Coalition  
74 - 6th Street  
San Francisco, CA 94103

Charlotte Tanaka  
371 11th Street  
San Francisco, CA 94103

Michael Tomars  
603 Natoma #405  
San Francisco, CA 94103

Alex Carlin  
248 Carl Street  
San Francisco, CA 94117

Susan Schindler  
1122 Folsom Street  
San Francisco, CA 94103

Laurence Bedford  
2 Summer Street  
San Francisco, CA 94103

Mike McConnell  
Niman Schell  
818 Brannan Street  
San Francisco, CA 94107

Sally Seymour  
907 Minnesota Street  
San Francisco, CA 94107

Kimberly Smith  
HMS Associates  
1 Jackson Street  
San Francisco, CA 94111

Robin Reichert  
308 11th Street  
San Francisco, CA 94103

Alice Barkley  
30 Blackstone Court  
San Francisco, CA 94123

David Cincotta  
1388 Sutter St., Ste. 900  
San Francisco, CA 94102

Melvin Washington  
Bayview Merchants Association  
P.O. Box 24505  
San Francisco, CA 94124

Pete Holloran, President  
Yerba Buena Chapter  
California Native Plant Society  
1033 Noe Street  
San Francisco, CA 94114

Lee Meyerzove  
Economic Opportunity Council Dist.  
759A Minna St.  
San Francisco, CA 94103

Florentino Ramirez  
Filipino-Am. SOMAR Neigh. Assn.  
543-A Natoma Street  
San Francisco, CA 94103

Brian Tench  
U.N. Plaza Association  
1095 Market Street, 8th Floor  
San Francisco, CA 94103

Carolyn Diamond  
Executive Director  
Market Street Assoc.  
870 Market St., Suite 456  
San Francisco, CA 94102

Espanola Jackson  
Bayview Coordinating Council  
3231 Ingalls St.  
San Francisco, CA 94124

Rodney Friedman, Architect  
Bob Fisher, Architect  
333 Bryant St.  
San Francisco, CA 94107

Civic Pride  
World Trade Center, Rm. 289  
The Ferry Building  
San Francisco, CA 94111  
ATTENTION: Jim Haas

Farella, Braun & Martel  
235 Montgomery Street  
San Francisco, CA 94104  
Attn: Mary Murphy

Nancy Taylor  
Baker & McKenzie  
Two Embarcadero Center, 25th Floor  
San Francisco, CA 94111

John Bardis  
Sunset Action Committee  
1501 Lincoln Way, #503  
San Francisco, CA 94122

Bruce White  
3207 Shelter Cove Avenue  
Davis, CA 95616

Bay Area Council  
200 Pine Street, Suite 300  
San Francisco, CA 94104-2702

Brobeck, Phleger, Harrison  
One Market Plaza  
San Francisco, Ca 94105  
Attn: Susan R. Diamond

Cahill Contractors, Inc.  
425 California Street, Suite 2300  
San Francisco, CA 94104  
Attn: Jay Cahill

Chicago Title  
388 Market Street, 13th Floor  
San Francisco, CA 94111  
Attn: Carol Lester

Chinatown Resource Center  
1525 Grant Avenue  
San Francisco, CA 94133

Coalition for San Francisco Neighborhoods  
P.O. Box 42-5882  
San Francisco, CA 94142 - 5882

Coldwell Banker  
Finance Department  
1699 Van Ness Avenue  
San Francisco, CA 94109  
Attn: Doug Longyear, Tony Blaczek

Cushman & Wakefield of California, Inc.  
1 Maritime Plaza, Ste. 900  
San Francisco, CA 94111  
Attn: John Vaughan

Damon Raike & Co.  
100 Pine Street, Suite 1800  
San Francisco, CA 94111  
Attn: Frank Fudem

DKS Associates  
1956 Webster St., #300  
Oakland, CA 94612

Yerba Buena Consortium  
109 Minna Street, Ste. 575  
San Francisco, CA 94105  
Attn: John Elberling



Downtown Association  
5 Third Street, Suite 520  
San Francisco, CA 94103  
Attn: Carolyn Dee

EIP Associates  
601 Montgomery Street, Suite 500  
San Francisco, CA 94111

Environmental Science Associates, Inc.  
225 Bush St., Suite 1700  
San Francisco, CA 94104-4207

Food and Fuel Retailers For Economic  
Equality  
770 L Street, Suite 960  
Sacramento, CA 95814  
Attn: Doug Stevens  
State Coordinator

San Francisco Architectural Heritage  
2007 Franklin Street  
San Francisco, CA 94103  
Attn: Executive Director

Gladstone & Vettel, Attorneys at Law  
177 Post Street, Penthouse  
San Francisco, CA 94108  
Attn: Steven L Vettel

Gensler and Associates  
550 Kearny Street  
San Francisco, CA 94103  
Attn: Peter Gordon

Goldfarb & Lipman  
One Montgomery Street  
West Tower, 23rd Floor  
San Francisco, CA 94104  
Attn: Richard A. Judd

Greenwood Press, Inc.  
P.O. Box 5007  
Westport, Conn 06881-5007  
Attn: Gerry Katz

Gruen, Gruen & Associates  
564 Howard Street  
San Francisco, CA 94105

The Jefferson Company  
10 Lombard Street, 3rd Floor  
San Francisco, CA 94111-1165

Philip Fukuda  
TRI Commercial  
1 California Street, Suite 1200  
San Francisco, CA 94111

Jones Lang Wootton  
Two Embarcadero Center, Ste. 2370  
San Francisco, CA 94111  
Attn: Sheryl Bratton

Kaplan/McLaughlin/Diaz  
222 Vallejo Street  
San Francisco, CA 94111  
Attn: Jan Vargo

Legal Assistance to the Elderly  
Brent Kato  
1453 Mission Street, 5th Floor  
San Francisco, CA 94103

Larry Mansbach  
550 California Street  
San Francisco, CA 94104-1006

Sally Maxwell  
Maxwell & Associates  
1522 Grand View Drive  
Berkeley, CA 94705

Cliff Miller  
970 Chestnut Street, #3  
San Francisco, CA 94109

Milton Meyer & Co.  
One California Street  
San Francisco, CA 94111  
Attn: James C. DeVoy

Robert Meyers Associates  
120 Montgomery Street, Suite 2290  
San Francisco, CA 94104

Morrison & Foerster  
345 California Street  
San Francisco, CA 94104  
Attn: Jacob Herber

National Lawyers Guild  
558 Capp Street  
San Francisco, CA 94110  
Attn: Regina Sneed

Nichols-Berman  
142 Minna Street  
San Francisco, CA 94105  
Attn: Louise Nichols

Pacific Exchange  
301 Pine Street  
San Francisco, CA 94104  
Attn: Dale Carleson

Page & Turnbull  
724 Pine Street  
San Francisco, CA 94109

Patri Merker Architects  
400 Second Street, Suite 400  
San Francisco, CA 94107  
Attn: Marie Zeller

Pillsbury, Madison & Sutro  
P.O. Box 7880  
San Francisco, CA 94120  
Attn: Marilyn L. Siems

Planning Analysis & Development  
50 Francisco Street  
San Francisco, CA 94133  
Attn: Gloria Root

Dennis Purcell  
Coblentz, Patch, Duffy and Bass  
222 Kearny Street, 7th Floor  
San Francisco, CA 94108

Ramsay/Bass Interest  
3756 Grant Avenue, Suite 301  
Oakland, CA 94610  
Attn: Peter Bass

James Reuben  
Reuben, and Alter  
235 Pine Street, 16th Floor  
San Francisco, CA 94104

Capital Planning Dept.- UCSF  
145 Irving Street  
San Francisco, CA 94122  
Attn: Bob Rhine

David P. Rhoades & Associates  
364 Bush Street  
San Francisco, CA 94104-2805

Rothschild & Associates  
369 Pine Street, Suite 360  
San Francisco, CA 94104-3302  
Attn: Thomas N. Foster

San Francisco Chamber of Commerce  
465 California Street  
San Francisco, CA 94104

San Francisco Convention & Visitors Bureau  
201 - 3rd Street, Suite 900  
San Francisco, CA 94103  
Attn: Dale Hess, Executive Director

San Francisco Labor Council  
1188 Franklin Street, #203  
San Francisco, CA 94109  
Attn: Walter Johnson

San Francisco Planning & Urban Research  
Association  
312 Sutter Street  
San Francisco, CA 94108  
Attn: James Chappell, Executive Director

John Sanger, Esq.  
1 Embarcadero Center, 12th Floor  
San Francisco, CA 94111

San Francisco Group  
Sierra Club  
85 2nd Street, Floor 2  
San Francisco, CA 94105-3441

Sedway Group  
3 Embarcadero Center, Suite 1150  
San Francisco, CA 94111

Shartsis Freise & Ginsburg  
One Maritime Plaza, 18th Floor  
San Francisco, CA 94111  
Attn: Dave Kremer

Skidmore, Owings & Merrill, LLP  
444 Market Street, Suite 2400  
San Francisco, CA 94111  
Attn: John Kriken

Solem & Associates  
550 Kearny Street  
San Francisco, CA 94108  
Attn: Jim Ross, Director of Public Affairs  
and Political Campaigns

Square One Productions  
1736 Stockton Street, Studio 7  
San Francisco, CA 94133  
Attn: Hartmut Gerdes

Steefel, Levitt & Weiss  
199 - 1st Street  
San Francisco, CA 94105  
Attn: Robert S. Tandler

Jerry Tone  
Montgomery Capital Corp.  
244 California St.  
San Francisco, CA 94111

Jon Twichell Associates  
70 Hermosa Avenue  
Oakland, CA 94618

Stephen Weicker  
899 Pine Street, #1610  
San Francisco, CA 94108

Larry Frank  
437A Vermont St.  
San Francisco, CA 94107

Chris Schnise  
447 Vermont St.  
San Francisco, CA 94107

Rachel and Steve Dangermond  
449 Vermont St.  
San Francisco, CA 94107

George Olsen  
451 Vermont  
San Francisco, CA 94107

Juerg Roffles  
435 Vermont  
San Francisco, CA 94107

Andreas Gerber  
435 Vermont  
San Francisco, CA 94107

Paul Wilson  
437 Vermont St.  
San Francisco, CA 94107

Laura Faraloz  
2009 17<sup>th</sup> St.  
San Francisco, CA 94107

Warren Sheets  
10 Crown Terrace  
San Francisco, CA 94114

Sharon Regau  
2017 17<sup>th</sup> St.  
San Francisco, CA 94103

C. Frew  
59 Bellair Pl.  
San Francisco, CA 94133

Mary Einfalt  
2605 Anza St.  
San Francisco, CA 94121

Peter A.  
444 Kansas  
San Francisco, CA 94107

#### PROJECT AREA TENANTS AND OWNERS

Winton Properties Inc.  
383 Rhode Island St.  
San Francisco, CA 94103-5133

Hargreaves 17<sup>th</sup> & Kansas LLC  
P.O. Box 1326  
Sausalito, CA 94966-1326

Nancy Kapogiannis  
1177 California #1501  
San Francisco, CA 94108-2223

Alfred Lambourne et al  
1986 Parkwood Court  
Yuba City, CA 95993-8302

Silas and Maria Cavazos  
476 Kansas St.  
San Francisco, CA 94107-2313

Giuseppe Viglino  
525 Kansas St.  
San Francisco, CA 94107-2314

Raymond and Marcelle Bright  
1822 20<sup>th</sup> St.  
San Francisco, CA 94107-2777

Peter & Irene Shevchenko  
444 Kansas St.  
San Francisco, CA 94107-2313

Anna-Lisa Froman  
480 Kansas St.  
San Francisco, CA 94107-2313

William Hickerson  
484 Kansas St..  
San Francisco, CA 94107-2313

Walter Bowman  
2018 Mariposa St.  
San Francisco, CA 94107-2318

Michael Robb et al  
1732 Warm Springs Ave.  
Boise, ID 83712-8143

Manuel and Serafin Rocha  
3425 25<sup>th</sup> St.  
San Francisco, CA 94110-3879

Douglas Punsalan  
450 Kansas St.  
San Francisco, CA 94107

Sandria Freitag  
400 A St. SE  
Washington, DC 20003-3807

Dario Cornaggia  
720 Laguna Honda Bl.  
San Francisco, CA 94127-1022

Rena Ghiorzi  
1919 Mariposa St.  
San Francisco, CA 94107-2317

Carlos Olivares  
1917 Mariposa St.  
San Francisco, CA 94107-2317

Josephine Aiuto Trust  
1907 Mariposa St.  
San Francisco, CA 94107-2317

Edna Hanavan 1993 Trust  
501 Kansas St.  
San Francisco, CA 94107-2314

Ralph Marinai  
3826 Oakes Dr.  
Hayward, CA 94542-1721

Occupant  
383 Rhode Island St. # 100  
San Francisco, CA 94103

Occupant  
383 Rhode Island St. # 101  
San Francisco, CA 94103



Occupant  
383 Rhode Island St. # 200  
San Francisco, CA 94103

Occupant  
383 Rhode Island St. # 203  
San Francisco, CA 94103

Occupant  
383 Rhode Island St. # 301  
San Francisco, CA 94103

Occupant  
383 Rhode Island St. # 302  
San Francisco, CA 94103

Occupant  
383 Rhode Island St. # 304  
San Francisco, CA 94103

Occupant  
383 Rhode Island St. # 305  
San Francisco, CA 94103

Occupant  
398 Kansas St  
San Francisco, CA 94103

Occupant  
2020 17th St.  
San Francisco, CA 94103

Occupant  
2001 17th St.  
San Francisco, CA 94103

Occupant  
406 Kansas St.  
San Francisco, CA 94103

Occupant  
468 Kansas St.  
San Francisco, CA 94103

Occupant  
462 Kansas St. #1  
San Francisco, CA 94103

Occupant  
462 Kansas St. #2  
San Francisco, CA 94103

Occupant  
462 Kansas St. #3  
San Francisco, CA 94103

Occupant  
490 Kansas St.  
San Francisco, CA 94103

Occupant  
494 Kansas St.  
San Francisco, CA 94103

Occupant  
456 Kansas St.  
San Francisco, CA 94103

Occupant  
1948 17<sup>th</sup> St,  
San Francisco, CA 94103

Occupant  
450 Rhode Island St.  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 106  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 101  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 104  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 105  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 110  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 112  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 121  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 122  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 123  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 124  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 127  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 128  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 131  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 144  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 202  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 207  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 208  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 209  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 210  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 211  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 212  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 218  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 220  
San Francisco, CA 94103

Occupant  
444 De Haro St. # 222  
San Francisco, CA 94103

Occupant  
1820 Mariposa St.  
San Francisco, CA 94103

Occupant  
501 Rhode Island St.  
San Francisco, CA 94103

Occupant  
1901 Mariposa St.  
San Francisco, CA 94103

Occupant  
500 Kansas St.  
San Francisco, CA 94103

Occupant  
502 Kansas St.  
San Francisco, CA 94103

## APPENDIX C

### INTERSECTION LEVEL OF SERVICE DESIGNATIONS

Existing and future traffic conditions at signalized intersections within the primary study area have been evaluated using the TRAF-NETSIM Traffic Simulation Model. Conditions at signalized intersections in the secondary study area have been evaluated using the *1985 Highway Capacity Manual* (Transportation Research Board, 1985) operations methodology. Both methodologies use the concept of Level of Service (LOS), which, for signalized intersections, is defined in terms of delay, or waiting time at a signal. Delay is a measure of driver discomfort, frustration, fuel consumption, and lost travel time. Intersection LOS, determined according to the vehicle delay in seconds per vehicle, range from LOS A (very low delay) to LOS F (forced flow). Table C-1 (page A.46) provides more detailed descriptions of the six LOS, A through F, for signalized intersections using the *1985 Highway Capacity Manual* method. The TRAF-NETSIM simulation calculates LOS in much the same way, with similar results, but refines the analysis based on signal progression along streets, such as the Embarcadero, and based on spill-back, when queues from one intersection extend back to a previous intersection.

In the past, for planning applications, the City of San Francisco has used a slightly different methodology than the TRAF-NETSIM or *1985 Highway Capacity Manual* to analyze operations at signalized intersections. That method, known as the *Critical Lane Analysis* (Transportation Research Circular Number 212, Transportation Research Board, 1980), determines the ratio of critical opposing traffic volumes to theoretical intersection capacity, yielding the volume-to-capacity (v/c) ratio. Intersection LOS, determined according to the value of the v/c ratio, range from LOS A (free flowing condition) to LOS F (severely congested conditions). Table C-2 (page A.47) provides more detailed descriptions of the six LOS, A through F, for signalized intersections using the *Critical Lane Analysis* methodology.



TABLE C-1  
SIGNALIZED INTERSECTION LEVEL OF SERVICE DEFINITIONS BASED ON DELAY

LEVEL OF SERVICE	TYPICAL DELAY (SEC/VEH)	TYPICAL TRAFFIC CONDITION
A	$\leq 5.0$	<b>Insignificant Delays:</b> No approach phase is fully utilized and no vehicle waits longer than one red indication.
B	5.1 - 15.0	<b>Minimal Delays:</b> an occasional approach phase is fully utilized. Drivers begin to feel restricted.
C	15.1 - 25.0	<b>Acceptable Delays:</b> Major approach phase may become fully utilized. Most drivers feel somewhat restricted.
D	25.1 - 40.0	<b>Tolerable Delays:</b> Drivers may wait through more than one red indication. Queues may develop but dissipate rapidly, without excessive delays.
E	40.1 - 60.0	<b>Significant Delays:</b> Conditions are generally the limit of acceptable delays. Vehicles may wait through several signal cycles and long queues of vehicles from upstream.
F	> 60.0	<b>Excessive Delays:</b> Represents unacceptable conditions with extremely long delays. Queues may block upstream intersections.

---

Sources: *Highway Capacity Manual*, Highway Research Board, Special Report No. 209, Washington, D.C., 1985; *Interim Materials on Highway Capacity*, Circular 212, Transportation Research Board, 1980; Korve Engineering.

---

TABLE C-2  
ARTERIAL LEVEL OF SERVICE DEFINITIONS BASED ON TRAVEL SPEED

ARTERIAL CLASS	I	II	III
RANGE OF FREE FLOW SPEEDS (mph)	45 to 35	35 to 30	35 to 25
TYPICAL FREE FLOW SPEED (mph)	40	35	27
LEVEL OF SERVICE	AVERAGE TRAVEL SPEED (mph)		
A	$\geq 35$	$\geq 30$	$\geq 25$
B	$\geq 28$	$\geq 24$	$\geq 19$
C	$\geq 22$	$\geq 18$	$\geq 13$
D	$\geq 17$	$\geq 14$	$\geq 9$
E	$\geq 13$	$\geq 10$	$\geq 7$
F	$< 13$	$< 10$	$< 7$

- Level of Service A: Primarily free-flow operations at average travel speeds, usually about 90 percent of the free flow speed for the arterial class. Vehicles are completely unimpeded in their ability to maneuver within the traffic stream. Stopped delay at signalized intersections is minimal.
- Level of Service B: Reasonably unimpeded operations at average travel speeds, usually about 70 percent of the free flow speed for the arterial class. The ability to maneuver within the traffic stream is only slightly restricted and stopped delays are not bothersome. Drivers are not generally subjected to appreciable tension.
- Level of Service C: Stable operations. However, ability to maneuver and change lanes in mid-block locations may be more restricted than in LOS B, and longer queues and/or adverse signal coordination may contribute to lower average travel speeds of about 50 percent of the average free flow speed for the arterial class. Motorists will experience an appreciable tension while driving.
- Level of Service D: Borders on a range on which small increases in flow may cause substantial increases in approach delay and, hence, decreases in arterial speed. This may be due to adverse signal progression, inappropriate signal timing, high volumes, or some combination of these. Average travel speeds are about 40 percent of free flow speed.
- Level of Service E: Significant approach delays and average travel speeds of one-third the free flow speed or lower. Such operations are caused by some combination of adverse progression, high signal density, extensive queuing at critical intersections, and inappropriate signal timing.
- Level of Service F: Extremely low speeds below one-third to one-quarter of the free flow speed. Intersection congestion is likely at critical signalized locations, with high approach delays resulting. Adverse progression is frequently a contributor to this condition.

Source: Highway Capacity Manual, Special Report 209, Transportation Research Board, 1980.

Although the two methodologies for calculating the LOS differ, there is usually a good correlation between the LOS calculated using either method of analysis. It is only when high levels of congestion occur that differences between the two methodologies may be more apparent. As an example, using the *1985 Highway Capacity Manual* methodology, an intersection may be operating at a LOS F, with poor traffic progression, many signal cycle failures and vehicle delays above 60 seconds per vehicle; however, the v/c ratio could be below one, which would mean a LOS E using the *Critical Lane Analysis* methodology. Conversely, using the *1985 Highway Capacity Manual* methodology, an intersection may be operating at LOS D, with an efficient signal progression handling large traffic volumes; however, the v/c ratio could be above 0.9, which would mean a LOS E using the *Critical Lane Analysis* methodology.



---

REQUEST FOR FINAL ENVIRONMENTAL IMPACT REPORT

TO: Planning Department,  
Major Environmental Analysis

Please send me a copy of the Final EIR.

Signed: \_\_\_\_\_

Print Your Name and Address Below

--

PLACE  
POSTAGE  
HERE

San Francisco Planning Department  
Major Environmental Analysis  
1660 Mission Street, 5th Floor  
San Francisco, CA 94103

Attn: Darwin Helmuth, Environmental Coordinator  
99.410E - 450 Rhode Island Street

PLEASE CUT ALONG DOTTED LINE

RETURN REQUEST REQUIRED FOR FINAL  
ENVIRONMENTAL IMPACT REPORT





